

FEB 22 '79

Increased recruiting efforts also bring about increased numbers of pamphlets to urge potential freshmen to choose NWMSU.

Photo by Jim MacNeil

Recruitment:

The 'selling' of NWMSU

Recruitment has become a major thrust at NWMSU with the enrollment decline and the stiffening competition for the potential student. Competing successfully in this declining "marketplace" means more aggressive recruitment activities for NWMSU.

Gearing up.....pages 3 & 4
Recruitment activities focus on "selling" the University to the potential student.

In the field.....page 4
A recruiter's job is never done. Two full-time recruiters tour area high schools, striving to "sell" the potential student on NWMSU.

Education.....page 5
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It takes money.....page 6
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Social life.....page 9
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Successful competition on the field or court demands an active search for the athletic recruit.

Recruitment commentary.....pages 19 & 20
The Northwest Missourian comments on the increased recruitment efforts.

ROTC UNITS SURPASS ENROLLMENT GOALS

NWMSU and Missouri Western State College ROTC units have received a Certificate of Achievement for surpassing the Army's goal for enrollment for the fall semester at the MS III (junior) level.

NWMSU, which started its ROTC program last Sept., and Missouri Western had a total of 30 students at the MS III level last fall, 13 above the Army's goal.

There are a total of 108 students enrolled in the program at NWMSU, although the program is currently only in its second semester.

COMMENCEMENT CEREMONIES TIME CHANGED

It was announced this week that commencement ceremonies concluding the spring semester will be held at 1:30 p.m. April 28 in Lamkin Gym.

Previously scheduled for 8 p.m. April 28, the change was made to accommodate parents, relatives and friends that may have to travel long distances.

Residence halls will be open Friday night to accommodate students being graduated in the Saturday commencement.

BROWNING TO CONDUCT WORKSHOP

Dr. Sharon Browning, professor of marketing at NWMSU will lead a workshop on "Internationalization of the Marketing Curriculum" at the University of Arkansas in Fayetteville March 1-2, for the Mid-South Teachers of Marketing Conference.

MADRIGAL SINGERS TO MAKE TOUR

Under the direction of Gilbert Whitney, assistant director of music, the NWMSU Madrigal Singers will make a three day tour Feb. 25-27.

Feb. 25 the group will perform for the United Methodist Church and the Skidmore Methodist Church in Bedford, Iowa. Feb. 26 they will perform at Smithville, Kearney and Lawson High Schools, and on Feb. 27 performances are scheduled at Kansas City and Winnetonka High Schools in Kansas City and Platte County High in Platte City.

Their performances include traditional madrigals, religious songs, popular songs and a special tribute to the golden age of rock and roll.

MacNeil honored by TRADOC

Jim MacNeil, NWMSU student, was honored for his professionalism in journalism by the United States Army Training and Doctrine Command (TRADOC) Journalism Achievement Awards for 1978.

MacNeil, who completed his term with the Army and returned to college, was the military editor of *The Lamp*, a Ft. Leavenworth, Kan. newspaper, his last two years.

TRADOC awarded two top honors to *The Lamp*, first place in the tabloid size civilian newspaper category and second place among all civilian newspapers. The civilian newspapers are papers which are printed by a civilian company and distributed primarily to a military audience.

Wells Library hours changed for break

Wells Library service hours will change for the mid-semester break, according to Dr. Charles Koch, director of learning resources at NWMSU.

The Library will be closed on Feb. 24-25 and Mar. 3-4. Hours of operation on Feb. 23 and Feb. 26-Mar. 2 will be 8 a.m. to 5 p.m.

Regular hours will be resumed on Mar. 5.

POETRY WORKSHOP SCHEDULED FOR APRIL 13-14

A poetry workshop will be held on Apr. 13-14 by the NWMSU English department. The workshop will be organized and directed by Mr. Craig Goad and Dr. William Trowbridge.

Specifics as to what the workshop will entail are indefinite at this time. Goad said that he is waiting to hear from the Missouri Committee of Humanities about a grant which has been requested for the workshop. The workshop will go on, regardless of whether or not the grant is received. Goad added that the quality of the workshop will increase if the grant is received.

William Kloefkorn, professor at Nebraska Wesleyan University, will definitely be attending the workshop. Goad also hopes that four area poets will be present to lecture and read.

Psychology/sociology dept. offers new programs

The psychology/sociology department announces two research programs that are available for majors in those fields, an Honors Award and an undergraduate research grant.

The Honors Award is open to junior and senior level psychology/sociology majors with a 3.0 overall grade point average and a 3.5 grade point average in their major.

Wayne VanZomeran, assistant professor of psychology and guidance, says the money for the research grant has been given by a department faculty member and that both programs are open to any of the 140 majors in the department meeting all the requirements.

VanZomeran recommends interested students to contact a faculty member to serve as a sponsor who will encourage, evaluate and guide the student.

Sociology classes conduct survey

Dr. James Lowe's general sociology classes are currently surveying Nodaway Countians to determine interest in a county fair or an exposition.

Approximately 60 students are involved in the process of surveying to determine if there is interest and support for such an event. The project is headed by advanced sociology students Doug Hammer and Patty Riggs.

The survey attempts to find out what kinds of activities citizens would want included in a county fair, kinds of entertainment preferred, how an event could be financed, when it could be held, who could direct the affair and whether or not the individual would be willing to help.

Open recreation times listed

The following areas and activities are available for student, faculty and staff use during the designated hours.

The sauna in Martindale Gym is open to women 2-8 p.m. Monday through Thursday and from 2-6 p.m. Friday.

The steam room and P.E. weight room in Lamkin Gym are open to men and women during all open gym hours.

The varsity weight room is open from 7-9 p.m. Tuesday and Thursday. and 3-5 p.m. Sunday.

The swimming pool is open to all from 7-9 p.m. Monday and Wednesday and from 2-5 p.m. Saturday and Sunday. The pool is also open to faculty and staff only from noon to 1 p.m. Monday, Wednesday and Friday.

Open gym hours are from 6:30-9:30 p.m. Monday through Friday, 1-6 p.m. Saturday and 1-5 p.m. Sunday.

Scholarship application available

At least ten Ford Scholarships, five Foster Scholarships and two Dawson Scholarships will be awarded for the 1979-80 academic year. These scholarships are in the amount of \$500 each (\$250 per semester).

Applicants must have attended NWMSU for at least one semester and have a cumulative GPA of 3.25 or above. Applications will be judged on academic performance, activities, recommendations and character. Applications are available from the NWMSU Office of Student Financial Aids and must be submitted by April 2, 1979.

Johnson County Community College wins trophy

Johnson County Community College of Overland Park, Kansas, captured the George Hinshaw Trophy for the second year in a row of the 32nd annual Show-Me Debates, held Feb. 16-17 at NWMSU.

The trophy, which honors George Hinshaw, NWMSU professor of speech, is made possible by Mr. and Mrs. Paul Hargrave of Kansas City, Mo. Mr. Hargrave was a debator coached by Hinshaw.

National Ag Honor Society initiates ten members

The NWMSU chapter of DTA, National Ag Honor Society, held its initiation of new members Feb. 7. Ten new members were inducted. They include Dr. Dennis Padgitt, faculty advisor; Joe Pickard, Steve Stoner, Jeff Houts, Monty Freeman, Mark Buntz, Ron Poor, Citizen's State Bank and sponsor of the DTA banquet; Cindy Mutz, Jack Cook, Lisa Tyner, Pat Snuffer and David Thomas.

Financial aids applications available

Financial Aid applications for summer school will be available March 1 in the office of the Student Financial Aids.

Only National Direct Student Loans and Work-Study are available for the summer session. Deadlines for applications is May 18.

Minter, students to attend wildlife conference

Dr. Kenneth Minter, one graduate student and eight under graduates will attend the 17th Annual Missouri Fish and Wildlife Conference in Columbia, Mo. Feb. 22-23.

Minter has served this year as a member of the awards committee for the Missouri Chapter, of the American Fisheries Society.

NWMSU ski trip set

The tenth annual NWMSU ski trip is set for Feb. 25-Mar. 3, and coinciding with the university's mid-semester break.

The 82 participants will include faculty, students, alumni and staff members, who will be heading for Lake Dillon, Col., where they will be staying.

Workshop on handicaps to be presented

A workshop focusing on the screening and diagnosis involved in diagnosing handicapped and severely handicapped children will be held at three different sites Mar. 2, 16 and 23.

The workshop is designed for individuals presently employed as teachers in early childhood special education who have not received permanent certification.

The Mar. 2 portion of the program will be held at Tarkio Elementary School and will center on pre-school children from 9 a.m.-3:30 p.m. March 16, the program will move to Albany Elementary School from 8:30 a.m.-4 p.m., while the March 22-23 program will take place in Maryville at the high school and the Area Vocational School. Those sessions run from 6 p.m.-9:30 p.m. and from 9 a.m.-4 p.m., respectively.

Gearing up: Recruitment activities take on a new importance in order to compete

by *Missourian* editorial staff
Recruitment.

No longer is it a passive activity at NWMSU. With a steadily declining enrollment from 1972-73's peak of 5,300 students, NWMSU is gearing up to compete for the projected declining student market of the 1980's.

"There are fewer people in the marketplace so we have to let people know about us," said President Dr. B.D. Owens. "The declining number of high school seniors means we have to be more aggressive in telling people about Northwest."

A problem facing all state universities and colleges, the dilemma may be even greater for Northwest than the other regional universities.

With the lowest population section in the state, NWMSU's "basic service region has been carved up several times," according to Owens.

Both the University of Missouri-Kansas City and Missouri Western State College, St. Joseph, have made the competition for students a little stiffer.

"Student recruitment is big business. Very few universities won't be touched by this decline in population."

Charles Veatch

But this competition is part of national trend, believes Charles Veatch, director of Admissions.

"This is very definitely a national trend," he said. "Student recruitment is big business. Very few universities won't be touched by this decline in population."

NWMSU may be able to compete more effectively with the new emphasis on recruitment.

"Northwest has one of the most sophisticated recruiting efforts in the state," said Dr. Robert Bush, assistant to the President.

It began last fall when Owens created the undergraduate recruiting task force to draft recommendations for an increase in the recruitment effort. The 16-member task force of students, faculty and administration presented a seven-page report that recommended the involvement of professional recruiters, faculty, staff, students and alumni in the recruitment effort.

This task force had the assistance of a professional consultant's report, said task force Chairman Dr. Gene Stout.

Luther H. Hoopes from "Interpreting Institution," Baltimore, Md., was employed to "investigate the role of NWMSU as a regional institution, the type of students we draw, the area from which we draw them and how we could improve the image of the University and our recruitment," said Stout.

As a result, Owens has placed prime importance on boosting recruitment activities.

Successful recruiting will turn a "negative thing into a positive thing," said Don Henry, University treasurer and a member of the task force.

With a spring enrollment of 3,986, Owens has set a goal of 400 more students on campus next fall. This includes the recruitment of 200 more freshman students, the retention of 100 more students and the enrollment of 100 more graduate students.

These goals are part of a three-year effort to increase the enrollment from 5,000 to 5,500 students. This will mean more money for the University, as well as more efficient use of present facilities, said Henry.

"Missouri puts roughly \$2,000 per student in our budget," he said. "Thus, if we're in a declining situation, we're going to get less money."

A declining situation also means less money from student fees and the "more students we have, the lower we can keep our fees," said Henry.

Meeting next year's enrollment goals would also make more efficient use of dorms. Presently the dorms are 75 percent full, said Bruce Wake, director of housing.

"There should be no problems with housing next year if the recruiting goals are met," he said.

If the recruiting goals are met, the classrooms will also be fuller.

"Presently there is a low student-teacher ratio suggesting less than optimal use of classroom facilities," said Stout.

"Our business is education," said Bush. "We want to make the facilities as efficient as possible."

The physical plant is another campus facility that is operating below optimal efficiency.

"It is a fixed-price industry," said Henry. "It costs us \$1.12 per square foot whether we have one of 5,000 students."

From a prime recruitment area within a 200-mile radius of Maryville, the University is participating in a "very low-key type of selling thing," said Henry.

And the selling begins with a telephone call.

Faculty and student volunteers will be making telephone calls to approximately 6,000 prospective students from a "lead file." This file is created by high school names from field recruiters, ACT scores or from NWMSU students and faculty.

All of the phoning will be done from the new Recruitment Communications Center. Located on the second floor of the Administration Building, it is headed by Assistant Director of Admissions Jim Goff.

"The Communication Center is being set up to provide a facility to track and monitor all student recruitment activity," said Veatch. "An indirect effect of the Communications Center is by establishing a center, we establish an awareness of the importance of recruiting."

If the prospective student shows an interest in NWMSU during the phone call, he receives six newly-created pamphlets and a vue-book--all of which create a consistent image of NWMSU.

Created by Publications Coordinator Jane Kemp, the "family of publications" are aimed directly at the prospective student.

"One of the goals has been to appeal to the prospective student since they are the ones who will mainly be on the receiving end," said Bob Henry, News and Information director.

These pamphlets are followed by letters from the division head and Owens.



Photo by Mike Etem

Recruitment emphasizes the sending of NWMSU literature to high school seniors. Created by Publications Coordinator Jane Kemp, the pamphlets present a consistent image of NWMSU.

But the recruitment doesn't stop with mailed "selling."

NWMSU employs two full-time recruiters, Kathy Schreck and Steve Sturm who visit high schools in the four-state area. Other staff members such as Alumni Director Vinnie Vaccaro and Dr. John Mees, vice-president of student development are also visiting high schools, but theirs is a much larger recruitment area.

"Anywhere we want to get students to come to NWMSU," said Vaccaro.

Vaccaro's recruitment efforts extend to places as far away as Phoenix, Ariz., where he will be attending a alumni meeting. In late April he will start a swing through the East to follow up an earlier trip.

He and Mees also accompanied the basketball team to Quincy, Ill. There Mees visited several schools in the Chicago area.

"I used to teach in Chicago and knew a lot of teachers in the school districts there," he said. "I went to several schools. We do this because we want to make the University more visible to students throughout the country."

These and other recruitment efforts are shooting for 1,600 to 1,700 applications from high school seniors. Of these prospects, it is hoped to enroll 1,300 to 1,400 freshman next fall according to Henry.

The Admissions Office has set weekly and monthly goals to meet this number. At the end of January 583 freshmen applications had been processed compared to 491 last year.

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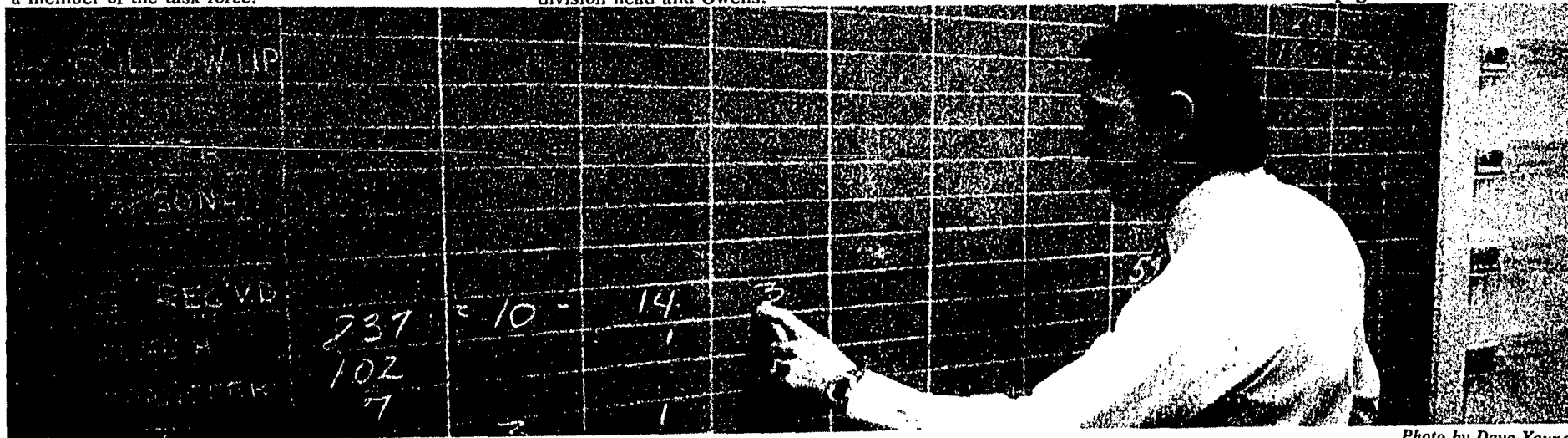


Photo by Dave Young

Charles Veatch, director of admissions, keeps track of the weekly progress of the telephone recruiting. Approximately 6,000 calls will be made from the NWMSU

Recruitment Communications Center to prospective students. The goal is to have 200 more freshman on campus next fall.

Emphasis put on University's assets

continued from page 3

These potential NWMSU freshman have been sold on the University's new image. The "sell" may depend on emphasizing NWMSU's assets.

These include the small size of the campus, the personal and friendly campus atmosphere, the low education cost and personal attention given to the student, said Veatch.

Owens also emphasizes the beauty of the campus, the strong academic programs and the success of NWMSU alumnus.

"That puts the pizzazz into it but when you get right down to it, it's the instructors the students come in contact with that will sell them on this University," said Henry.

Selling is what it is all about and financial aid is another tool used to attract the potential student.

"Financial aid is going to be a recruiting factor for colleges and universities," said James Wyant, director of student financial aid.

Two new scholarships have been specifically added to assist in recruitment--the Alumni New Student

Scholarship and New Student Leadership Grand Award. The Alumni Scholarship is for freshmen, nominated by the alumnus, and is for a total of \$200. The person nominating donates \$100 and the University matches this amount. The Leadership Scholarship is also for freshmen nominated by their counselor.

The agriculture department has also established eight scholarship-assistantship awards for agriculture majors entering the University for the first time next fall.

Worth a maximum of \$1,950, each scholarship will require the recipient to work 15 hours weekly on the college farm.

But the new student isn't the only target for financial aid.

The NWMSU graduate is encouraged to continue his graduate studies here with the aid of a \$2,000 tutorial assistantship. The 20 graduate assistantships require each recipient to do 300 hours per semester of undergraduate tutoring.

Tutoring, financial aid and the emphasis on campus

assets are all part of the concentrated effort to boost enrollment.

And striving to achieve this ultimate goal puts pressure on those who are working hardest.

"There is a pressure on the Admissions people, but I don't think it's any greater than any job that demands responsibility," said Veatch. "There is pressure, but I accept that pressure, because I'm willing to accept goals for myself and my staff."

But are these goals realistic?

Owens and Henry believe they are.

"They are realistic goals," said Owens. "But it takes a lot of effort by a lot of people to do it."

"I think so," said Henry. "I just don't think we realize our potential. The enthusiasm I've seen from different groups reinforces that."

"Recruitment is one of the most positive things we've been involved in a long time," he continued. "In two months, we will be able to say our goals have been achieved."

In the field: Two full-time employees spend nine months recruiting on the road

by Janice Corder and Ben Holder

College recruiting can mean travel and long days for NWMSU's recruiters, Steve Sturm and Kathy Schreck.

Sturm and Schreck tour the area, visiting high schools, attending college nights and talking to potential NWMSU students.

"The main thing I tell kids is to come and visit and compare a list of criteria," said Sturm.

Both recruiters work under a nine month contract from August to June, recruiting five days a week. In the fall, days run from 7 a.m. to midnight, but are shorter in the spring.

"It is a drag sometimes (the routine)," said Sturm, "but I know a lot of people in

the area I work that I would have never had an excuse to see except for my job."

Sturm and Schreck believe the hardest part of their job is scheduling times for three or four close high schools in a path. They try to schedule schools so they travel in a circle.

Schreck, who covers the Iowa area and some Nebraska schools, spends his nights on the road, but Schreck, who handles the Kansas City area, returns home at night.

Recruiters receive a salary with paid expenses, but they receive no commission for students recruited.

Schreck believes one selling point of NWMSU is the placement statistics.

"We put our placement statistics in the catalog and if you brag about how many graduates you've got an advantage," she said.

Sturm tries for a personal touch in recruiting students.

"I give the students my personal views," he said. "I dearly love the University--that's the main reason I work for it."

When Schreck talks to students she tries to stress the uniqueness of NWMSU.

"I think there is a difference because I've been to other schools," she said. "I'm very familiar with the Illinois system. When I came here for my job interview, I had a ball."

"I don't know if Northwest is unique or not," said Sturm. "I get fired up when I talk to the kids."

While recruiting Sturm and Schreck don't try to compare NWMSU to any one particular school.

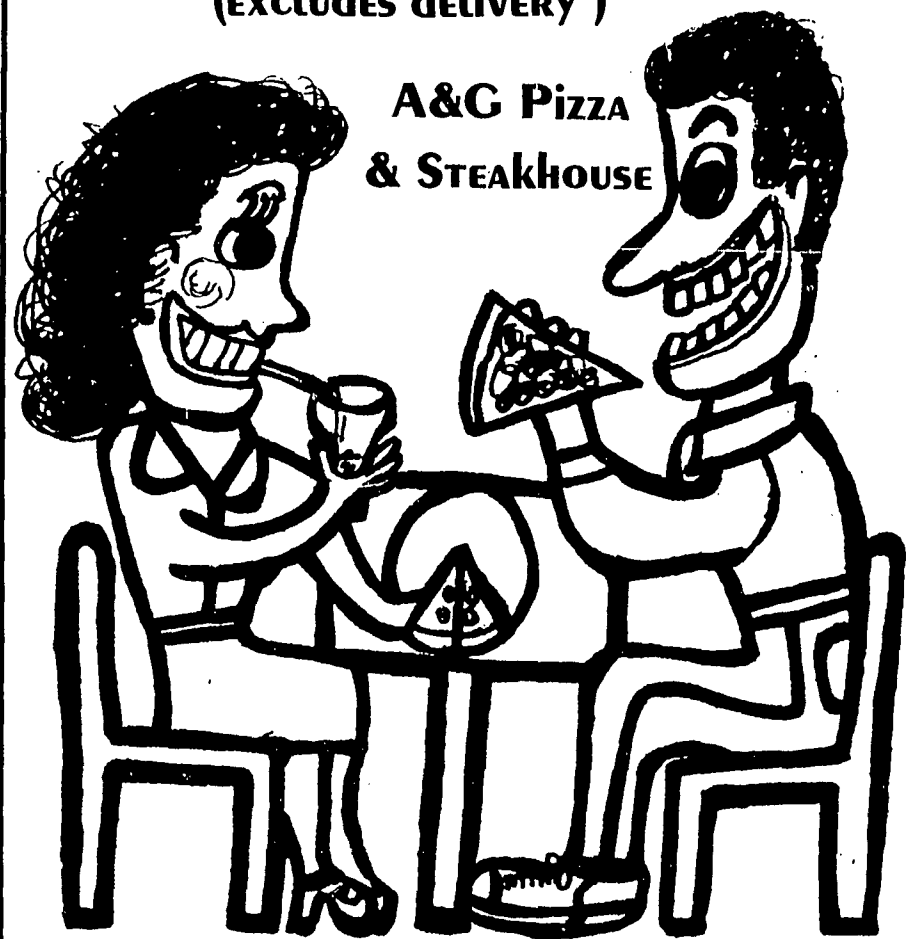
"There is no comparison (between NWMSU and Missouri Western)," said Schreck, "but we will never cut down another college. Missouri Western is an area I will not discuss."

Sturm agreed.

"I don't really make any comparison between us and Missouri Western," he said.

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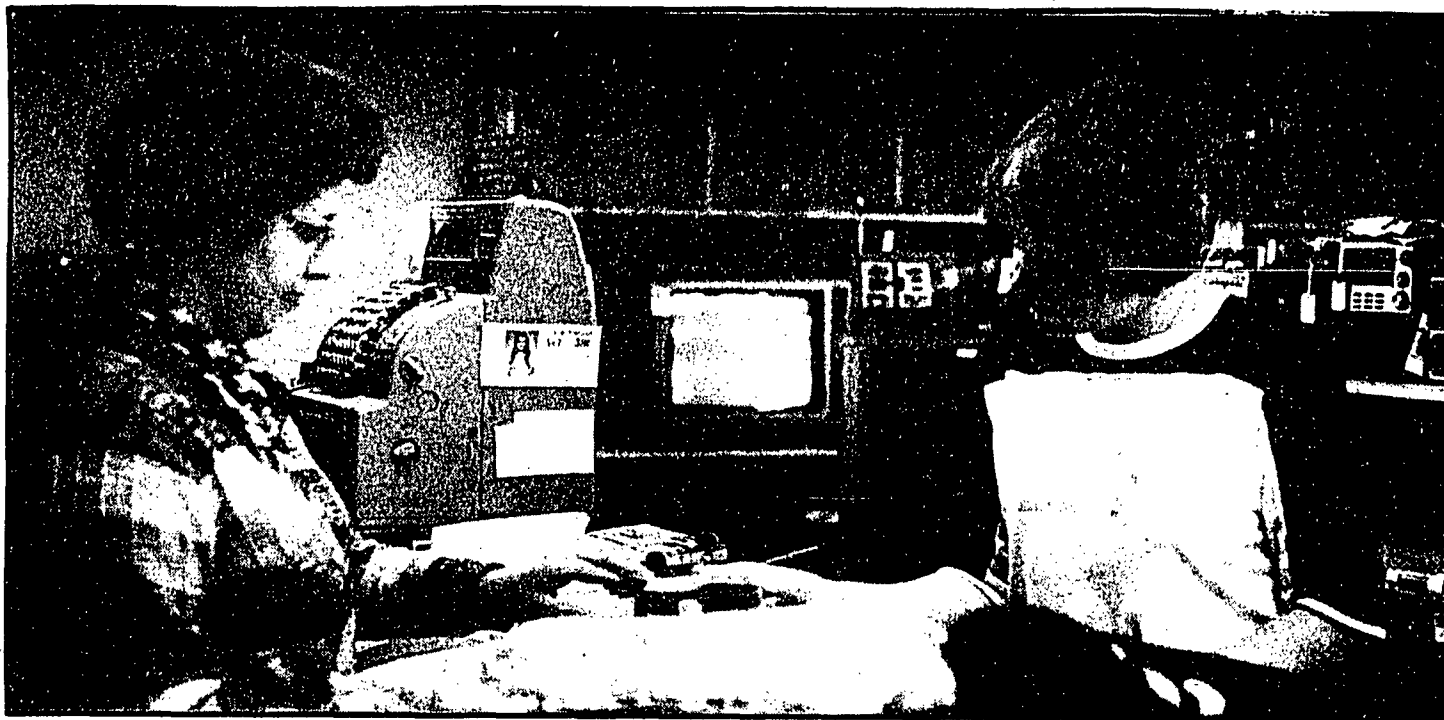


Photo by Suzie Zillner.

Shop around

University students are a large source of revenue for Maryville businesses. Lisa Moss shops at Montgomery Wards.

Beyond campus: Community expresses interest in recruitment

by Suzie Zillner

Involvement in the recruitment effort may not end at the campus boundaries. The Maryville community also has taken an interest in student recruitment.

Recently, President Dr. B.D. Owens hosted a luncheon for the heads of Maryville civic clubs discussing NWMSU's efforts to increase enrollment through recruitment. Owens informed the group of the needs and programs of the University in an effort to raise the level of community interest.

Although no concrete decisions on community involvement were made, Wayne Swanson, Chamber of Commerce executive secretary, said, "We're interested in student recruitment and we'll be more involved with the project, not just the business community, but others as well."

Their involvement may be a result of what most Maryville businessmen agree is NWMSU's tremendous impact on the community.

"NWMSU not only helps to increase the economy, boost employment and attract off-campus housing, but the institution affects Maryville socially as well," said Swanson.

"I've never heard anyone, retailer or not, say he wasn't behind the University 100 percent. It's hard to believe anyone would not feel this way," said Jo Crabb, manager

of Tober's For Fashion.

Greg Wilson, assistant manager of the Hitching Post restaurant, thinks the University and Maryville's industrial growth work hand-in-hand. "The community's growth helps to bring in more college students while more college students attract the industries," he said.

Most businesses in the area notice a decrease in sales when the University is not in session.

College students influence the Dairy Queen's business by nearly 70 percent, said its manager, Mary Anne Null.

"In the summer or on weekends, we can really tell they're gone," she said. "If the University's enrollment decreased, we'd be in trouble--if it increased, we would have to build a bigger seating area."

Earl Brown of Pagliai's Pizza notices a 40 percent drop in business during University vacations.

"When the school is out, our business is off," said Bill Baldwin, owner of the B&W Sporting Goods. "The impact isn't as severe in our business as it may be in others' because we sell a larger percentage to schools and teams. The impact is there; I'm not denying that," he said.

B&W tries to cater to University students in keeping a large selection of jogging shoes, trimmed shorts and retail shirts.

"Without the University, we would have to buy less of

certain items and buy a little more conservatively," he said.

Pamida's Manager Dale Burson credits the University for bringing more "traffic" to the discount store.

"The student spending money is there, but it's the University activities which bring more people to town and increase our business flow the most," he said.

Burson says they try to keep a large stock of soap, toothpaste, towels and other necessities because many college students don't bring them from home.

Several businesses try to gear their sale to college students.

"A good percentage of our business comes from the University," said Mike Pardoe, manager of the Hair Clinic, Inc. "College traffic means a good way for us to keep up with the new hair styles." Pardoe estimates that 35-40 percent of the store's business comes from University students. If the University wasn't in Maryville, Pardoe said, "We'd have our shop in another town--we wouldn't be here without them."

Tober's For Fashion, whose store is oriented for the young miss or junior set is influenced greatly by the University.

"We enjoy their business and wouldn't know what to do without them," said Crabb.

Education:

What happens to quality with increased quantity?

by Suzanne Cruzen

With a goal of 400 more students on campus next fall, the recruitment effort seems to be emphasizing quantity, but according to Dr. Gene Stout, recruitment task force chairman, "We want both quantity and quality."

"In fact, recruitment is designed with quality in mind," he added.

Quality is also emphasized by President Dr. B.D. Owens.

"I think it is extremely important to maintain high quality standards," he said. "It is those high quality standards that people are seeking."

And these quality standards will not be adjusted to increase the enrollment, according to Owens. In fact, 401 students were suspended because of academic probation.

"I don't like to dismiss 401 students but I don't think we should adjust our standards downward," Owens said. "We have an obligation to keep our quality standards high."

These standards include faculty's evaluation of a student's academic work, said Stout.

"As student enrollment declines,

faculty jobs are threatened," he said. "Marginal students have a better chance of graduating with lower proficiency levels because they may receive better grades by trying to keep them in school."

"At this time Northwest has not fallen to that problem," he continued. "We intend to retain students in other ways."

One of those ways is the elimination of "student hassels." Martha Cooper was named coordinator of special programs and services to deal with that problem.

Striving to cut back the 41.8 percent attrition rate for the freshman class, Cooper works with students who aren't attending classes, encourages use of special student services, the advisement of undeclared majors.

"One problem that leads to high attrition is that students get in the mode of poor attendance that leads to nonattendance," Cooper said. "I think it has to become the thing to do for students to go to class."

If a student has not been attending class, the faculty member notifies Cooper who then notifies the student. Often students are enrolled in classes they didn't know they were in Cooper said.

Previously the first warning would be an F at midterm if the teacher was conscientious," she said. "Otherwise the first warning would come at the end of the semester and lots of times the students didn't even know they had an enrollment problem."

But for the hard-core nonattender, I write them and tell them how to withdraw from school," she said.

Other student hassels can be alleviated by strengthening advising Cooper said. She is supervising nine faculty advisers for students with undeclared majors. "We have given a home to the undeclared majors," she said.

Cooper, who has been in this position since August, is unsure how effective her efforts have been.

"I'm not sure yet how well we're doing, although we have had isolated cases of success," she said.



By bringing high school band students on campus the NWMSU band department is using a form of recruitment.

Photo by Jim MacNeil

Breaking it down: Several departments are recruiting on their own

by Doug Geer and Dave Gieseke

Recruiting and recruitment. Often times when hear these two words they may think of the college football or basketball coaches out trying to get the superstar athlete on their campus.

This, however, is not the only case. NWMSU academic departments do a great deal of recruiting of their own.

"Just like a football team has to have good quarterback, a band has to have a good guitar player who can hit a beat," Harold Jackson, head of the music department, said.

"By sponsoring events like track meets and camps in the summer, which are on campus, the high school student becomes familiar with our University and our program," Dr. Burton Richey, chairman of the division of health, recreation and physical education said.

The math department also strives to familiarize the potential student with NWMSU.

"We try to develop a tie with area schools," said Dr. Morton Kenner, chairman of the division of Math and Computer Sciences. "When we send out instructors as guest speakers they don't go as salesmen of the University but they talk math to the students. By doing this the high school student becomes familiar with our program and knows what we can do."

Besides sending out guest speakers, the math and computer science department holds a Math Olympiad, sends out a monthly newsletter and has a micro-computer loan program.

"Basically the purpose of the Math Olympiad is to get contact with high school teachers and to give recognition to those students who are good in math like those who are in sports," said Jean Kenner, math department.

"This is good recruitment but not a high pressure recruitment. They get to see what NWMSU is like and they get to meet our staff. The fact that they have been on campus and have seen our facilities will hopefully let them know about NWMSU and maybe get them to come here."

In addition to giving the students a chance to see the campus, a \$100 Math Olympiad Scholarship is given to the highest ranking senior in the contest who decides to attend NWMSU.

Even though a big push for recruiting is going on this year, most of the departments had established a recruiting policy in the past years.

"Our plans of the last two years are coming into existence this year," Dr. Robert Sunkel, chairman of the division of fine arts said. "But we are probably doing more work this year than we have done in years past."

"We have always done a large amount of

recruiting," Richey said. "Because of the athletic program we will get a lot of students into our division."

One of the more active recruiting departments on campus is the music department. Dr. Harold Jackson believes one of the most significant recruitment activities are the performing group tours.

"It is important to tour area schools because it lets people see the product we are producing," he said. "If we impress the directors with the quality products they may talk to their students about coming here for a better education."

Each year the music and band departments put on many performances here on campus. They include the Madrigale Feaste, Jazz Festival, Swing Choir Festival and others.

"All of our concerts are aimed at drawing high school students onto the campus," Jackson said. "These are the kind of things we are a step closer to getting that student to come to NWMSU."

Performances by the students is not the only thing used in department recruitment. Students are often personally involved in the recruiting process for the music department.

"For band we invite students who are interested in becoming marching band members here for a weekend," Jackson said. This usually takes place on a weekend

of a home football game.

"These students who come here to visit spend most of their time with the band," he continued. "They stay with individual students and are shown around campus by them. When the band is performing the visitors sit with them and get to see what it is like in college to be a band member. This is good recruitment because they will see how organized we are and this will hopefully get students to come here."

Each year NWMSU is host to many high school district competitions for music and bands. These competitions include the Swing Choir Festival; the Northwest District Contest which brought in 40 band groups and 48 vocal groups (2,000 people); emphasizes this as an opportunity for the students to see what NWMSU is like.

"Nearly all of the students will get to see the campus," Jackson said. "However, we have to be careful because we are not allowed to solicit a student. These have to be done as a group and not singularly. All of this is also helpful to the high schools because it exposes the student to what college is really like. If we weren't doing these things you would not have a department."

"Nothing sells like success, and if we are successful, people will want to become a part of it."

It takes money: Increased recruiting costs will exceed this year's budget

by Suzanne Cruzen

Recruitment takes more than a lot of effort. It takes money.

And money spent on the increased recruitment activities will exceed the \$26,000 recruitment budget, according to University Treasurer Don Henry.

"We have a recruitment budget, but it was built on past year's idea of what recruitment would be. Now recruitment has become number one," he said.

Henry was unable to estimate the extent the recruitment costs would exceed the budget, but believes the biggest expenses will be in additional travel, telephone costs and postage.

Dwight Branson, director of purchasing,

also anticipates higher postage costs due to the rise in University recruitment mail.

"There is already a 20 percent increase from a year ago," he said. "I look for it to jump even higher. I expect it to go as high as 40 or 50 percent. In the month of February alone, we are expecting 15-16,000 letters from the President's Office."

Along with the mail from the President's Office, recruitment literature will be mailed from the Admission Office, each division or department and other administrative offices.

These and other expenses of the recruitment effort will be covered by savings in other areas said Henry.

"We're asking people to be conservative in other areas," he said. "All savings will be directed to the recruitment effort."

But according to President Dr. B.D. Owens, "the recruitment effort will not require a lot of additional money because we have a recruitment staff in place. It's basically the involvement of our faculty and staff in the recruitment effort."

Any additional costs will be covered by what he called "the reallocation of budgets."

These budgets include personnel, operations and travel for other than recruitment purposes. Faculty and staff vacancies will be filled at a lower salary according to Henry. Other cutbacks

include materials and supplies that will come from the operations budget.

Although recruitment will be paid for by savings from these areas, Henry anticipates an increase in the actual recruitment budget next year.

"I would say with the emphasis the President is putting on recruitment, we will increase the budget, but we really can't tell until we get the budget figures from the House and Senate," said Henry.

The recruitment budget will also be increased by an enrollment increase.

About 20 percent of the money that comes from the increased student enrollment will go back into the recruitment budget, said Henry.

Changes in Iran

NWMSU Iranian students face new problems

by Doug Geer

Even though the Shah has left Iran and the United States has recognized the government of Ayatollah Khomeini there is still a lot of trouble to be solved. That country's problems not only affects the citizens but also the Iranian students who go to school in the United States.

According to Richard Landes, foreign student adviser, there is no longer a postal service delivering mail in or out of Iran nor do they allow any international flights.

In order for these students to get money from Iran there is a certain process which involves sending mail to Iran.

"The current regulations stipulate that the foreign student adviser prepare a statement with student's name and send it to the Educational Section of the Iranian Embassy in Washington, D.C.," Landes said. After the Embassy has verified that NWMSU is an accredited institution, it will endorse the statement and return it to the adviser. The adviser then hands the document to the student who, in turn, must mail it to his parents. His parents have to present this document to a bank in Iran in order to purchase dollars for the support of the student in the United States. Due to the current unstable political situation of Iran, there is no postal service. As a result, the students are unable to submit these documents to their parents."

At the moment there are 52 Iranians, most supported by their parents, on campus. Only 10 percent are experiencing financial difficulties.

"My parents support me and I called them the last couple of months and they said they have sent money but I have not received it," Hassan Kalantari, a public administration major said. "I do not know what has happened. I have had to borrow money from my friends in Maryville."

"We are all faced with shortage of money," Hossein Sadati, an engineering major said. "Since I knew the

situation was going to be worse, I live off campus so I can save money. I have found that I can save money this way."

Mohammad Hadadi, a political science major, does not know what he will do when his money runs out. "I pay for school myself," he said. "I don't have any money and I called home and they didn't have any money. I don't really know what to do."

Hadadi believes if the Iranian students can't get money, they will go home. Kalantari is more optimistic about the situation.

"I will borrow from friends and hopefully the situation will get better," said Kalantari said. "We cannot get jobs off campus because of the immigration laws. I may have to sell my car."

If these students finish school they all hope to go back to their homeland to use their education.

"I will go back home definitely," Kalantari said. "I want to work for the government and I am very optimistic about our future. Maybe more turmoils will occur later but eventually we will have a better government and more freedom."

"I want to go back to Iran," Hadadi agreed. "I have many hopes for the future and I think we can have the freedom Iran needs without the interference from the U.S. and Russia."

Sadati agreed he would be returning to Iran.

"Hopefully, I want to get back to Iran," Sadati said. "I hope the situation is good when we go back so we can have our freedom. I guess Khomeini will make it better."

"I will try to counsel them and be of assistance to them in any way I can," Landes said. "Right now I would advise them to be conservative with the funds they have available because the future is uncertain. It all depends on the Iranian government."



Photo by Jim MacNeil

Now that the Iranian government has changed, Iranian students such as Hossein Sadati and Sharokh Shirshekan face new financial problems.

The Impact: Recruiting push depends on area

by Cheryl Krell

Although the impact of NWMSU's new recruiting program is yet to be felt by many students in the recruiting area, high school counselors are already preparing them for their big decision--that of where to attend college.

According to Roger Anderson, Hickman Mills High School, Kansas City, counselors encourage and help students in many different ways.

"We try to help them in making a choice by encouraging them to attend the presentations given by college representatives or the College Fair held at the Plaza Inn (in Kansas City)," said Anderson. "We also talk to them about their interests and what they think that they might like to do."

Central High School, St. Joseph, works in much the same way.

"We attempt to let the student know what is available," said a representative of the counseling department.

Unlike most systems, the system

of counseling at Savannah High School appears to have more individualized attention for each student.

"Our system is rather unique," said Ann Patterson. "Every student has a teacher that he can go to for advisement, and there is time to set aside specifically for that."

One of the first problems students have in choosing a college is that of money, with the distance from home and the course offered following right behind, according to the counselors.

To ease these problems most of the schools offer special nights or programs where the student and/or his parents can become familiarized with what is available.

"We had a Financial Aids night, here," said Patterson. "Because we live so close to Missouri Western, many of the students here would attend there and just commute. Through financial aids we explained

that it is possible for them to attend a college away from home."

Although NWMSU has upped its recruiting attempts, neither Hickman Mills nor Central have felt any major impact from it.

"We haven't seen any major difference in the amount of material received," said Roberta Sanderson, Hickman Mills counselor. "We have noticed the trend towards smaller colleges in general, but not Northwest specifically."

But Savannah, a school within approximately 30 miles from NWMSU, appears to be a major target area.

"I think the information we have received has tripled from last year," said Patterson. "We are much better informed. We've been invited to a career day by several different departments. Last year, the University changed some of their requirements and we didn't even notice. This year we have been kept well informed."



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Photo by Dave Gieseke

Who will be the band at the spring concert? The answer is lurking in the darkness. But the band that plays Lamkin Gymnasium in either March or April may be the biggest name band ever to appear at NWMSU.

Concert may feature big names

by Ben Holder

"Put Maryville on the map."

That seems to be the goal of constituents involved in selecting a band for the campus spring concert. No more "little" bands. They are going only for the big guns and it appears that the funds just may be available to do it.

What the committee is essentially aiming for is a show, perhaps featuring two big-name bands for either March 9 or April 14 in Lamkin Gymnasium. The final naming of the group(s) is still pending as contract negotiations have yet to be made. All it amounts to now is receiving a phone call from a booking agency.

"We want to put Maryville on the map with qualifications."

Dwight Branson

This concert proposal is certainly different from those in the past. From all indications, the main idea is to put Maryville on the map by virtue of a concert happening.

Students will be presented with some new aspects with this show as opposed to past University concerts. Although this one will be a larger-scale concert, it will not be solely a University function, according to Director of Purchasing Dwight Branson. It will have a bearing on high school students who might be considering NWMSU as a school, enhance the lives of present NWMSU students and impress University supporters.

"We want to put Maryville on the map with qualifications," Branson said. "First priority is the students here on campus or more specifically retention of those students. Secondly, are those students on the borderline (as far as coming here) and their parents. We want them to know something is happening and that Maryville is alive."

"I think the basis of the situation, at least from my boss, (University Treasurer Don Henry), is that we are to help in anyway we can to see that the student body is given a chance, if possible, to have something better and a little bigger than before. We want to show that the University is not ultraconservative," he continued.

One possible change facing NWMSU students as a result of this larger-scale concert is higher ticket prices, according to Jim Clark, co-chairman of Union Board. He is in charge of organizing mini-concerts, coffeehouses and the main college concerts.

But ticket prices have yet to be set. Pricing control will be in the hands of the spring concert committee which is a new addition to the process of selecting and putting on the show. That committee consists of representatives from various campus organizations. Delegates from IRC, IFC, Panhellenic Council, Harambee House, Veteran's Club, The Northwest Missourian, Union Board and Student Senate comprise the committee.

It had been solely Union Board that had assembled concerts in previous years. Marvin Silliman, Union Board sponsor, would rather have a "committee" as such to put it all together.

"We don't want this concert to be totally Greek or Union Board supported," he said. "Nobody has talked about tickets yet. It will be entirely up to the groups at the meetings. The main point is that we don't want it to be thought of as just another Union Board project."

The cost of tickets will depend primarily on the committee estimate of the cost of the show. Besides the cost of the group itself, other factors have to be considered such as sound and lighting facilities to accommodate those groups along with publicity.

Students, because of a larger scale concert, may face higher ticket prices than in the past.

The suggestion of opening the concert to the public is another change students encounter with this concert. Contrary to shows in the past, tickets will be made available to the general public and for the same cost as students pay. The decision to use that ticket policy, according to Branson, was not made by any one person.

"No one in particular made that decision," he said. "The consensus was just saying that the taxpayer in surrounding counties pays money toward continuation of the University. People have a right to come on state property and participate. We want them to see things are being done on this campus."

That is the reason extra funds were made available--to get something more than a concert. Branson said what they were striving for was a happening and that if the public is invited and they have a good time, it is just that much better for the University.

Perhaps the biggest change associated with the proposal of this concert is the amount of money the committee has.

In previous years, money had been obtained chiefly from the Union Board funds. The most Union Board had ever spent was \$14,000. For this show, the administration is adding some support, and that added support clips out to the tune of about \$25,000, if necessary, according to University Treasurer Don Henry.

Henry said the amount of money the University is willing to offer will depend on the total gate receipts. The \$25,000 figure was named on the basis that 4,000 tickets would be sold at \$6.50 a shot.

What the University would cover is any loss the sponsor might experience and possibly account for the upfront cash many top performers frequently demand. The Union Board, with some help from other campus organizations, will fit most of the preliminary bill but that extra \$25,000 could cushion a failure.

Clark has been in touch with Chris Fritz Productions and the newly formed Neospace Productions both in Kansas City, Mo. He also called Variety Artists in Minnesota, College Concepts in Dodge City, Kan. and the Continental Entertainment Agency in St. Louis. The band likely to play this spring was obtained through College Concepts. Contract negotiations will begin soon according to Clark and Silliman.

The success or failure of this upcoming show might have a bearing on future shows of similar magnitude. Another concert of comparable importance may be in the offing for Homecoming next fall. It is difficult going to put a concert together said Clark.

The success or failure of this upcoming show might have a bearing on future shows.

"Concerts are a hassle to put together. But after everyone is leaving and they say 'Wow! That was great!' it's all worth it," he said.

It could be worth more than that in the end, though. Branson thinks that a really paramount concert would encourage high school students to look more closely at NWMSU when choosing a college.

If more students are drawn to this University as a result, the concert may really prove its worth; not in gold but in filled classrooms.

Social life: Recruiters place considerable stress upon entertainment activities

by Ben Holder

Nearly everyone loves to have fun--especially college students.

For many campus-goers, fun is a prime component of their college life. Relaxation and release of tension are vital because pressure could be a very destructive force.

Nobody wants to be anywhere that doesn't offer exciting and personally satisfying activities.

So naturally one question prospective college students usually fire at recruiters is "What is there to do for fun on your campus?"

There is no conscious effort to "fluff up" any details about the campus and surrounding areas. Recruiters rely on the fact that NWMSU is a place where things are happening.

The recruiter, smooth though he may be, is on the spot. His mind clicks quickly: "Should I tell the truth?"

His face instantly regains composure as he replies, "The town and the campus are an ever lovin' blast of a good time."

That's one way out--many recruiters might use it.

But NWMSU recruiters tackle the quiz on campus and local city entertainment in a different manner. The game plan they and their fellow NWMSU teammates employ is a fair and honest one they say. There is no conscious effort to "fluff up" any details about the campus and surrounding area.

Most will agree that Maryville, Mo., is not the entertainment capital of the world or even Missouri. Two movie theaters, often prime sources of college entertainment, exist at this time. Other areas of entertainment interest for students are not overabundant. NWMSU recruiters do not disguise the plain facts.

"I don't try to cover it up," said Jane Kemp, coordinator of publications who has been employed here since Thanksgiving. "We talk about (in our brochures and other publications) the people and we push campus activities more. We have not as yet pushed Maryville as a town."

Her emphasis, along with other members of the recruiting program including the two fulltime road recruiters, is on campus social life. They rely on their belief that NWMSU is a place where things are happening.

"I tell them about stuff on campus," said Kathy Schreck, a fulltime recruiter who works the Kansas City area. "I always tell them about the parachuting club or

something similar so they can know unusual things are going on on this campus."

Her discussion of the Maryville area is limited since she just came here about a year ago.

"I tell them Maryville is a small town but that there is a McDonald's," she said.

Steve Sturm, the other fulltime recruiter who works the entire state of Iowa, rests his discussion of campus spare time activities mainly on Greek social life.

A former Delta Chi at the University and his first year of recruiting, Sturm said he knows where most of the hot spots are. He makes no qualms about telling future college students about the regular social functions, especially fraternity functions.

"(Social life) is mainly partying and going to other people's homes," said Sturm. "Social life here is group-oriented. I tell high school students that if they want to have a good time, they go out with a bunch of people."

Kemp, in her publications, points out the entertaining facets of the campus itself. She said the campus is unlike what she has heard about Maryville--things are hopping here. But sometimes some really entertaining events go chiefly unnoticed.

"NWMSU is not a boring campus," said Kemp. "The campus keeps students entertained if they know where to look."

"NWMSU is not a boring campus. The campus keeps students entertained if they know where to look."

Jane Kemp

Her brochures cover the more academic side of campus social life. Campus resources such as student government, Union Board, intramurals and collegiate sports are highlighted.

The pamphlets also lean heavily on the performing arts and especially the fine arts. Names of important groups that have come to campus and performed, art shows and details about the three campus theatres stand out foremost in that section.

Coverage of Maryville more as a town is in the planning, though, said Kemp.

"I'd like to cover Maryville as a town," she said, "but I'm not that familiar with the town. I would cover Maryville more in the future."

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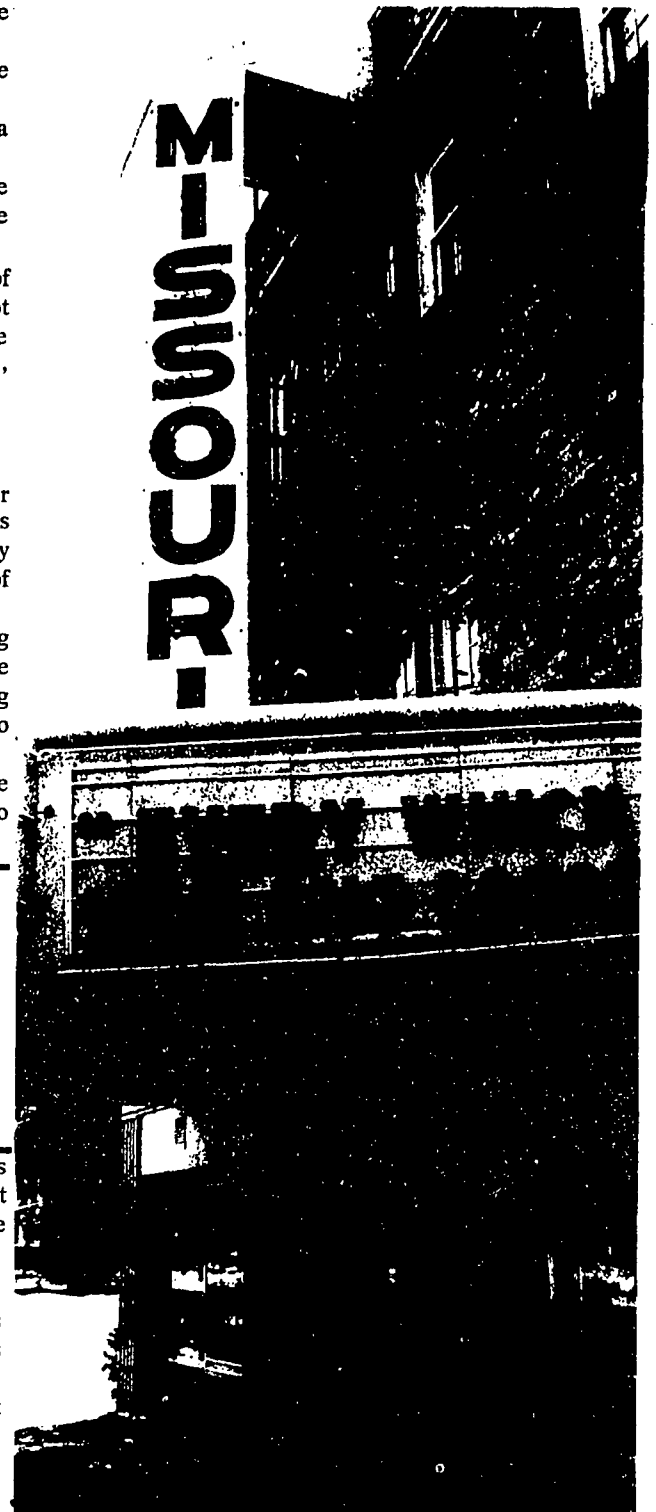
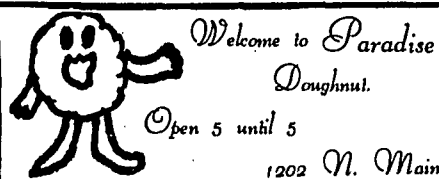


Photo by Dave Young

The Missouri Theater in Maryville, is one of only two existing in the town. Recruiters don't talk around the fact that film entertainment is minimal; rather they emphasize campus social activities.



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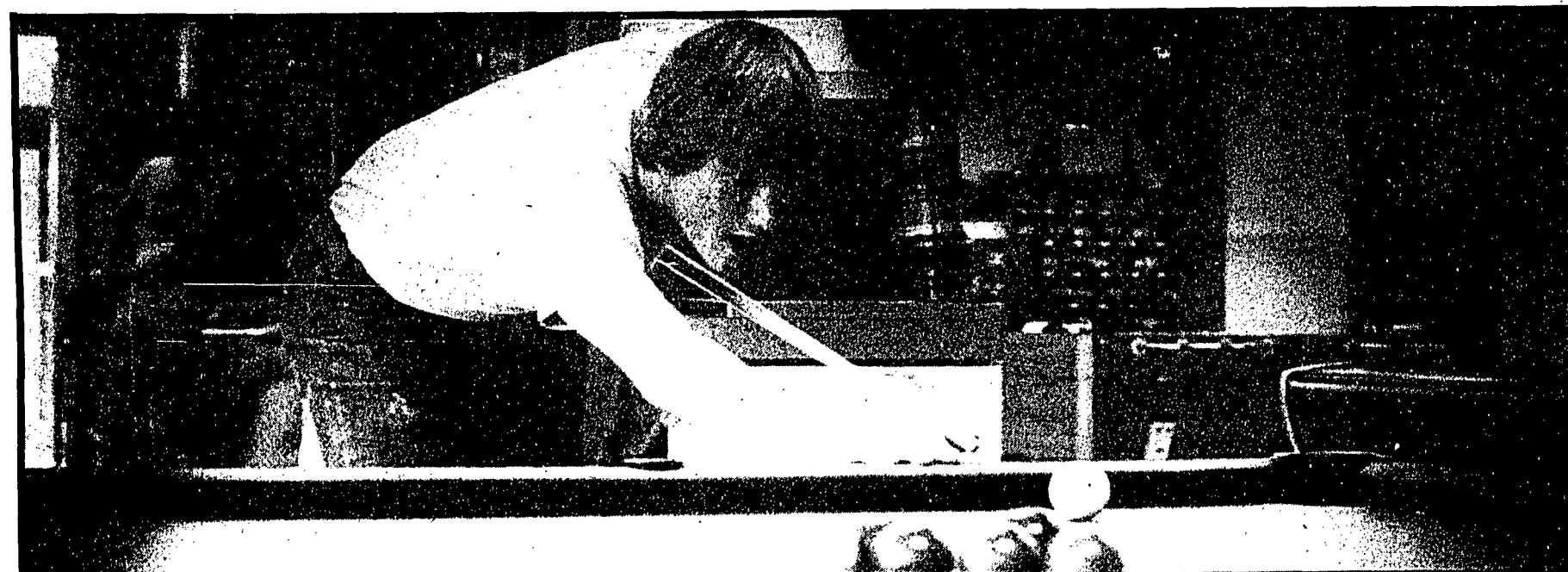
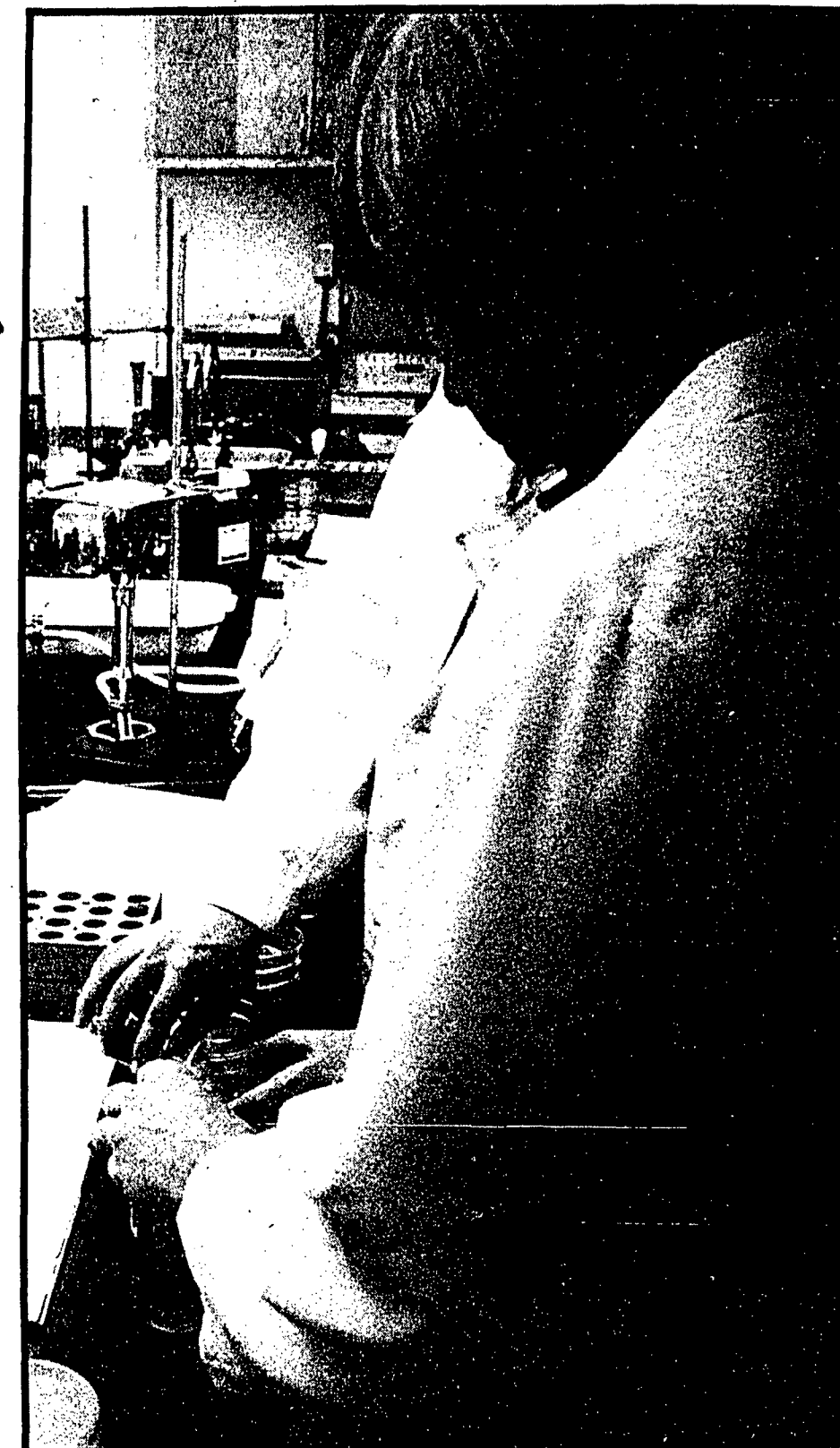
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The recruitment effort will involve more than new students at NWMSU. It will also have an impact on current students, such as these.



The student: Administration says recruitment will affect current NWMSU students

Striving to increase student enrollment by boosting recruitment efforts is advantageous to present NWMSU students believe most administrators.

"As enrollment increases state funding rises, meaning more money will be available for student programming," said Dr. Bob Bush, assistant to the president.

The additional money could be used in a number of ways: to repair and repaint the dormitories, employ more college students to grant the Union Board more money for student entertainment.

"As we earn more money, there's more we can do once we reach the breaking point," Bush said.

Bush hopes that the Physical Plant's recruitment efforts will please the students. They will become

involved in a beautification project by moving young trees and shrubberies to create a pleasant campus atmosphere.

President Dr. B.D. Owens believes a high standard of quality must be maintained to retain students.

"I think it is extremely important to maintain high quality standards," Owens said. "It is those high quality standards that people are seeking."

Retention is also important to Dr. George English, vice president of academic affairs.

"It does little good to recruit many students then lose them within a short period of time," he said. "I believe the key to the recruitment and the retention of the students already here is good, quality programming."

English believes the new recruiting program will

have many benefits for the students already here, both socially and academically.

"Recruiting more students will provide a better environment for the students," he said. "We will be able to provide an increased social and academic services with the increased revenue from the state--although the increased revenue is not the main reason for the recruitment program."

"Northwest has one of the most sophisticated recruiting efforts in the state," Bush said. "It takes a while to see the effects of recruiting and it may take a couple of years. Retention of students is still important. If we can reduce the exit of students by 100 a year that's 400 students four years from now."

"Our business is education and we want to make the facilities as efficient as possible."



Photos by Jim MacNeil, Dave Young, Jan Voggesser and Dave Gieseke

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'Damn Yankees' goes on--for real



An opening scene from the musical featuring most of the cast. The wives are singing the blues about their husbands' summer infatuation with baseball and the men are in the doldrums because they worship a losing team.

by Dave Gleseke

Community effort sometimes pays off and such is the case with the production of **Damn Yankees**.

Damn Yankees is the combined effort of the theatre, music and the physical education departments. This trio have put together a terrific production of the musical comedy.

The play is set during the 1950's when the New York Yankees won the American League pennant year after year. This leads a man, Joe Boyd, to be willing to sell his soul to the devil for a winning season for his team, the Washington Senators.

The play moves along rapidly with song and dance numbers. The only thing that bogs the play down

somewhat are the scene changes. The sets are changed with the curtain up.

The lead roles are excellently portrayed with Kevin Cordray stealing the show as the devil, Mr. Applegate. Throughout, Cordray uses a bit of magic to perform his evil deeds. It is these acts and Cordray's delightful performance that are really the highlight of the play.

But that is not to say that the rest of the cast are not good. Ella Slaughter and Andy Heath are also excellent in their lead roles of Lola, and Joe Hardy.

The show is beautifully choreographed with one scene in particular standing above the rest. Slaughter and Kevin Brunner's dance midway through the play is a delight and leaves the audience wanting more. In fact at the end of the musical one wishes there was **Damn Yankees**, Part II.

Photos by Frank Mercer



Andy Heath as Joe Hardy who sings about his problems to Mary Kay McDermott, who plays Meg Boyd.



Kevin Cordray, alias the Devil, listens to Ella Slaughter as Lola, as she explains to him how she'll tempt Hardy away from his wife.

Come on in

A scene from the Missouri Repertory Vanguard Tour production of Lillian Hellman's *The Little Foxes*. Pictured left to right; Walter W. Atamalik, Peter Massey, Robin Humphrey and Richard C. Brown as the money-hungry Hubbard family invite a potential investor into their lair. The show will be March 6 in Charles Johnson theatre.



Performing Arts Series continues

Violinist, theatre group perform after break

by Ken Wilkie

Music and drama will be featured as the next two offerings in the Performing Arts Series.

Roger Raphael, internationally-acclaimed violinist, will give a recital at 8 p.m. March 5 in the Charles Johnson Theater.

Raphael, a native of London, has won numerous awards and scholarships for his work. Following his first London Recital, he was given a scholarship by the Belgian government to the Belgian Institute.

Raphael has also taught throughout his career and in 1972 was instrumental in starting St. Mary's Music School in Edinburgh, Scotland, a school for specially gifted children.

He is now on tour in America. According to Dr. David Bahneman, member of the NWMSU Performing

Arts Committee, Raphael was invited to perform at the last moment and accepted.

"He's on a very limited tour in Missouri and we didn't even know about it until the last moment," said Bahneman. "That's why he is not on the schedule we have out."

Drama will be offered in the form of Lillian Hellman's *The Little Foxes*, as the Missouri Repertory Theatre's Vanguard Tour makes a stop at NWMSU on March 6.

The play depicts the struggle for power and wealth in the Old South. The plot centers around a Southern family, the Hubbards, that will stop at nothing for financial gain and high standings.

The villainous Hubbards, whose lust for power is launched by opportunity to build a cotton mill that will

exploit the cheap Southern labor, are two brothers and a sister that have begun to feed on bits of money and power in the decaying South. But they still want more.

It is no surprise that even members of the immediate family are forced to suffer because of their greed.

"The play is a classic of the American Theatre," said Bahneman. "Miss Hellman will probably be most recognized for her contribution in the movie *Julia*. Her memoirs are what most of the movie is based on."

Hellman's drama is directed by Francis J. Cillinan, professor of theatre at the University of Missouri-Kansas City, where the MRT's Vanguard Tour originates.

"I encourage all students to get out and see the play," said Bahneman. "After all, it's a professional production and doesn't cost anything."

The battle is on

Ratings sweeps month benefits TV viewers

by Ben Holder

Television viewers certainly had no problem finding quality programming on the screen the past two weekends--the three major networks pumped the tube to the point of quality saturation.

Feb. 11, for example, proved to be what most critics considered the most competitive night for individual programs in the history of television. Viewers, to say the least, were caught up in conflict as far as choosing channels.

A ratings sweeps month is a whole new ballgame.

CBS offered the classic 1939 movie *Gone With the Wind*. (They're contracted to run it for the next 20 years) NBC countered with the best picture of 1976 and winner of several Academy Awards, *One Flew Over the Cuckoo's Nest*, while ABC answered those two potential blockbusters with the first run made for TV *Elvis* featuring Kurt Russell.

Surprisingly enough, the three-hour *Elvis* biography, produced by Dick Clark, stole the Sunday night audience, attracting over 43 million viewers. *Gone With the Wind* was a distant second, capturing around 36 million viewers and *Cuckoo's Nest* grabbed 32 million viewers. The last hour of *Elvis* even clobbered CBS's touted *60 Minutes*, which had been moved to a 9 p.m. starting time because of *Gone With the Wind*.

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The weekend that followed--Feb. 16-18--was no exception to the above. The weekend nights were packed with potential viewer-grabbing shows. And most of the big shows were once again on Sunday night.

Feb. 18, ABC aired the first segment of the six-part miniseries *Roots: The Next Generations*. Well, the first *Roots* drew one of the largest audience followings in history so naturally everyone in the U.S. tuned to that, right? Maybe not, especially if they checked the TV Guide closer.

NBC featured Dustin Hoffman and Laurence Olivier in the thriller *Marathon Man*. CBS got in on the act again, too, as they featured the nostalgic *American Graffiti*.

The reason for all the network show of muscle and the chaotic scheduling is that February is a ratings sweeps month. This is a month that the A.C. Nielsen Company checks; the ratings--extensively.

Nielsen checks the number of viewers every month but a ratings sweeps month is a whole new ballgame.

In a normal ratings measuring period, the process is not nearly as specific. The measuring stick is a mechanical recording device called the Audimeter which is more familiarly known as the "little black box."

The box is hooked to an estimated 1,170 homes across America by basis of predesignated neighborhoods and geographic areas. Activated every time the set is turned on, it registers who is watching what at what time. The 1,170 sampled sets represent only .0017 percent of the

68,500,000 television homes in America. In summary, a normal ratings month affects only a very small portion of the American viewing audience.

The rating sweeps month--there are three every year occurring in February, May and November--employ much more extensive coverage of the sample audiences. Sweeps are essentially comprehensive ratings of all time periods for each individual station in the country.

The ratings are measured by the diary technique. That means the probability sample (the black box viewers) fill out prepared diaries that indicate what is watched at what times on what channels and by whom. Neilson then collects the diaries.

Those ratings are used by local stations to sell spot and local minutes of advertising.

Local ratings are indirectly important to the national networks. If the programs of those respective networks do not fare well in the sweeps, the local affiliates may be unable to sell their own commercial spots and become displeased with the upper network affiliation.

In order to save their skins, the national networks frequently load the program schedules during those sweeps periods. The networks throw the best shows they might have available at the TV viewers, according to Rich Breiner, mass media instructor.

"The networks load up on major programs and it becomes a major frenzy to gain ratings. As a result, viewers get some quality programs," said Breiner.

It seems that most of these quality programs are being thrust at the audience mostly on Sunday nights.

"Sunday night is characteristically the best night for watching television," he said. "Most people watch TV on that night."

What explains the fact that one quality program is placed directly against another of similar quality is simple competition. The strategy is known as counterprogramming and is used in normal months.

For example, CBS counters the other networks every Sunday night by trying to reach out to an adult viewing audience as opposed to ABC trying to grab a mostly younger audience with *The Osmond Family* and NBC's perennial children's show *Wonderful World of Disney*.

"As a result, viewers get some quality programs."

Rich Breiner

The competition involves much the same process in a ratings sweep month except that competition becomes more cutthroat.

"They (the network that wants to offset another's big show) try to grab a hunk of the audience that might not be grabbed by the other network," said Breiner.

In other words, the battle is on, although it will subside until May. May the best man--er network win.

No matter what network comes out on top according to Nielsen, the viewer is sure to be a victor--at least in the sweeps months.

The athletic recruit:

Coaches emphasize academics when they recruit a potential athlete

by Dave Gieseke

Athletic recruitment emphasizes the academic needs of the athlete more than the sports program, according to Athletic Director Richard Flanagan.

"Our institution is here to educate," he said. "We always emphasize the academics."

"I want to see everyone succeed and graduate," basketball Coach Larry Holley said.

"By and large they are a student first," Sherri Reeves, assistant athletic director said. "They should pick the school because of the education they will receive and not their team."

There are two ways the athletic department receives names of potential athletes, according to Flanagan. In the first, the student contacts the coaches and shows an interest in their program. The other way is for the department to receive an athlete's name from a source and then contact him.

"We have already contacted 3-400 kids this year," Flanagan said. "Of those maybe 50 can play for us and the other 350 will become students here."

"Recruiting is a little like detective work--you follow every lead you can get."

Richard Flanagan

"Recruiting is a little like detective work--you work on every lead you get," he continued. "Personal contact is the way you recruit. You have to be honest with them. If they like us fine, but if they don't fine, too. They would probably be better

off in a school they like, than with us in that situation."

"If we are going to compete we have to recruit, and do it well."

Sherri Reeves

When a prospective athlete comes to campus, Holley does not try to make the "sale" of the University by himself and his coaching staff.

"We try to have the recruit spend as much time as possible with our players," said Holley. "That way the players tell them about the University. It is really the athletes that sell our program."

While the men's department can talk to the prospective athlete away from campus, the women's coaches can not do this.

According to Reeves, the coach cannot talk to the athlete or her parents off campus. They can go to the game and watch her play and invite them to campus but they must not discuss NWMSU. The coach may also call or write the girl at home.

"When they come to campus, we give them a tour of the University and they visit with the coaches and some players," Reeves said.

By and large, recruiting is very important to the athletic department.

"If we are going to compete we have to recruit and do it well," Reeves said.

"Recruiting is a very important," Flanagan said. "We have been recruiting very heavily for several years and plan to continue to do so."

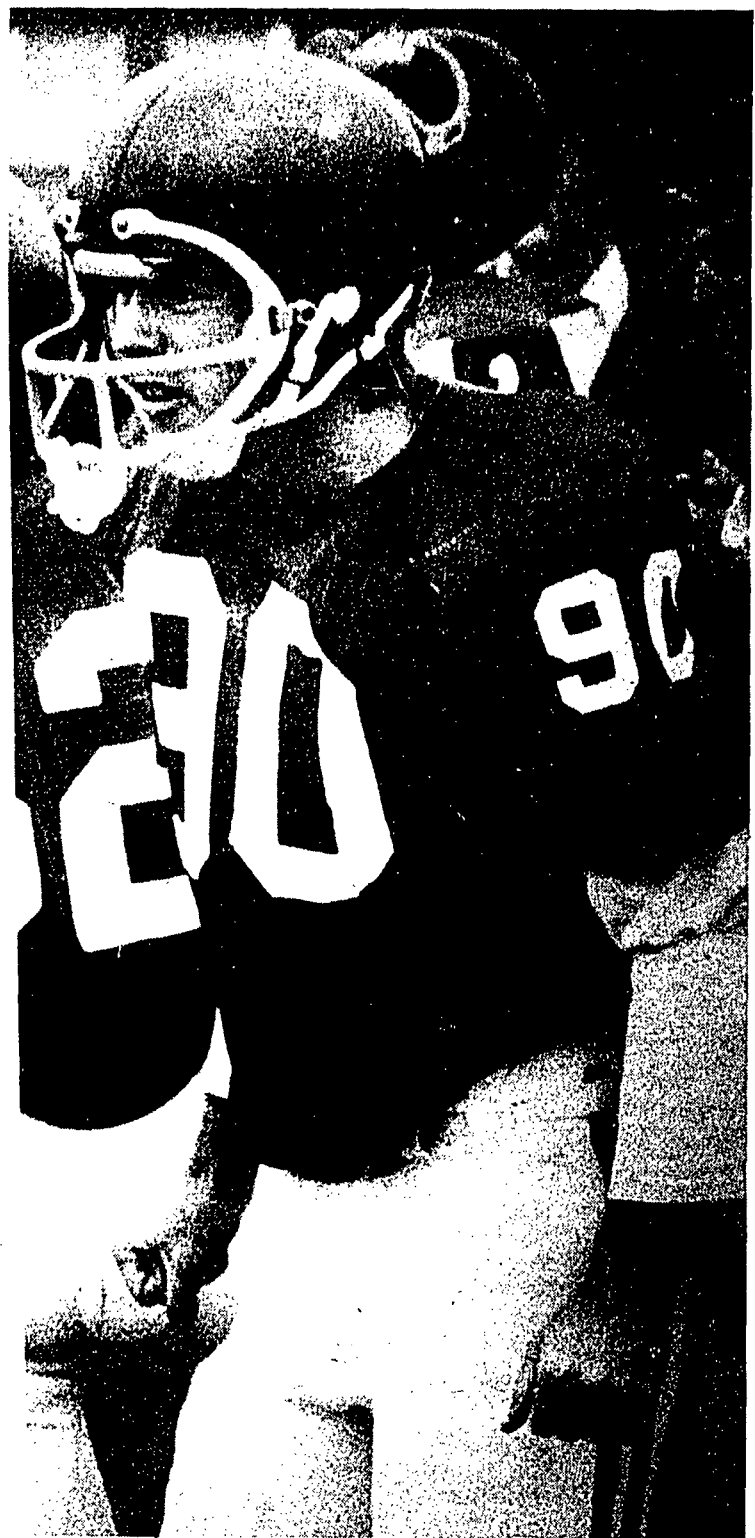


Photo by Dave Gieseke

Freshman Ed Ashlock cheers his team on during the last home football game. When the athletic department recruits a player they emphasize the academics of the University rather than the sports program. According to Athletic Director Richard Flanagan, the institution is here to educate.

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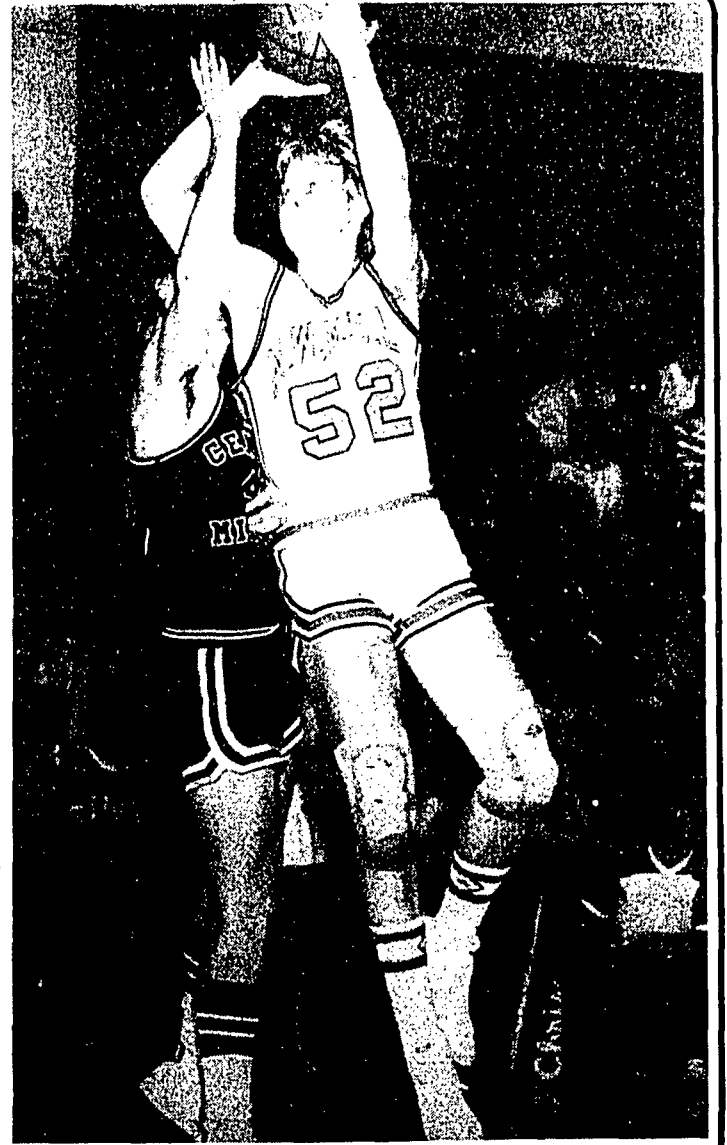
THEY LIVE IN PLACES LIKE CHAD, MALI, TOGO, BELIZE, BENIN...GABON, RWANDA AND FIJI. IN AFRICA, ASIA, LATIN AMERICA, THEY LIVE IN AMERICA, TOO. IN CROWDED CITIES, FORGOTTEN HILLS. THEIR DREAMS ARE COMMON, NEEDS BASIC: FOOD AND WATER, HEALTH AND HOUSING, JOBS, ... AND YOU...TO HELP AS A PEACE CORPS OR VISTA VOLUNTEER.

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Season finals

In action from their last home action Pete Olsen goes up against a Central Missouri State Player. Olsen is one of three seniors playing their final home games for the Bearcats as they take on Northeast Missouri State and Lincoln Feb. 22 and 24. Before their tournament action against Missouri-Columbia Teresa Gumm drives around a Tiger player. The 'Kittens lost this game but will be trying to avenge that loss as they take on the Tigers in tournament play Feb. 23.



Photos by Dave Gieseke

Roundballers close season

After experiencing losses on the road last week, the Bearcat and Bearkitten basketball squads conclude their season this weekend.

The Bearkittens will travel to Central Missouri State where they will take on the University of Missouri-Columbia in the MAIAW state tournament. The 'Kittens have lost six consecutive games to the Tigers, including one this year, 81-68.

Central Missouri State will take on either Southwest Missouri State or St. Louis University in the other semi-final game. The winners will advance to the state title game Feb. 24.

While the 'Kittens are in Warrensburg, the 'Cats will stay in the safe confines of Lamkin Gymnasium as they try to push their home winning streak to 14 this year. The 'Cats will be trying to do this feat against two of the MIAA's best teams in Lincoln and Northeast Missouri State.

Currently Northeast Missouri State is in first place while Lincoln is just one game behind.

"In these last two games, we are going to be in a spoiler role," Coach Larry Holley said. "Lincoln and Northeast will be probably the two best teams to come to Lamkin this year."

On their last road trip the 'Cats got behind early and could not catch up.

Against Southeast Missouri State the 'Cats fell as much as 14 points early on but cut the margin to eight at half-time.

"We had a tough time again in the early going," Holley said. "Southeast did an effective job against our press and they

shot excellent from the field. They are probably the best offensively team we have seen on the road."

While the Indians shot 65 percent from the floor, the 'Cats countered with 48.7 percent. Phil Blount led the 'Cats with 18 points while Crale Bauer added 17.

"Crale has been hampered by the mask he had on to protect his broken nose," Holley said. "He took it off against Southeast and played an excellent game."

After four consecutive overtime games, the 'Cats and Missouri-Rolla finally ended one on time Feb. 19, but it was not in the 'Cats favor.

Again the 'Cats fell behind early and a late surge left them empty once again on the road. After trailing by as many as 12

points, the 'Cats cut the deficit to nine at the half.

The 'Cats pulled even with the Miners late in the contest when Russ Miller scored on a three-point play but the Miners outscored them nine to four to win the and could not catch up. We played really well in the second half."

The 'Kittens were a little more successful than the 'Cats were on the road. The squad split a pair of games in Iowa Feb. 23-24.

On Feb. 23 the 'Kittens defeated Iowa game, 74-69.

Jeff Levetzow was the leading 'Cat scorer with 15 while Miller added 11.

"We feel we are a better team than Rolla is," Holley said. "We got behind early

State by a score of 74-56. The 'Kittens jumped out early and lead 44-26 at half. The rest of the way was even as both squads netted 30 points in the second half.

Suzi Livengood finished the game with 17 points while Patty Painter added 15. The remaining bulk of the scoring came from Julie Schmitz and Julie Chadwick. Each had 14 for the game.

Livengood and Painter were again the top scorers against Iowa but the 'Kittens could not pull this one out as they lost 71-63. The 'Kittens could not overcome a 25-point performance by Hawkeye center Cindy Haugejorde.

Livengood had 18 points for the game. Painter added 14 while Schmitz finished with 10

There's no place like home

by Dave Gieseke

While the Bearcat basketball squad has won all of their games at home, they have yet to notch a victory on the road.

"There are several reasons why we have won at home and haven't won on the road," said Coach Larry Holley. "At home we are playing on a familiar court and have the crowd, cheerleaders and pep band behind us. In order to win on the road one of three things must happen. You must play extremely well, get some breaks or have superior talent and none of those things have happened."

"The crowd helps us a lot at home," Russ Miller agreed.

When the 'Cats play at home, they often

have exciting games. They defeated the University of Missouri-Kansas City in double overtime and beat Nebraska-Omaha by one. They have come from behind to defeat Washburn. But none of this has happened on the road.

"We haven't been playing well on the road," Miller said. "We wouldn't have won those games if we were at home."

According to Pete Olsen, the team has not been mentally prepared for the away games.

"It is the coaches' job to get the players physically prepared for the game. And it is the player's job to get themselves mentally prepared. We have not been ready to play at the beginning of the game," he said.

"If you take out the first five minutes of a couple of away games and we have won the last 35 minutes," Holley said. "It has just been the first five minutes that has hurt us."

Despite losing every away game, Holley doesn't think that his team goes into a game thinking they are going to lose.

"I don't think we go into a ball game thinking we are going to lose but it just happens that way," he said.

"We really want to win," Olsen said. "We just aren't prepared mentally for it."

"It has been a good year for us," Holley said. "I'm just disappointed that we are losing on the road."

Lying down on the job

During intramural playoff action, a Delta Chi player tries to keep the game going even on the floor. The Delta Chi's won this game but lost in the fraternity finals to the Sig Tau's. For the all-school championship, the Bruins, the independent champion defeated the Sig Tau's.



Photo by Ben Holder

'Cats go south for the spring

Trading in the cold weather and snow-covered grounds for the warmth and sunshine of Florida, the Bearcat baseball team will migrate south to begin their 1978 season during spring break.

Scheduled to open Feb. 25 in St. Petersburg against the Eckerd Tritons, the team will leave behind their early morning practice sessions which have been confined to the indoors for the past two months. Feb. 27-28 the 'Cats will participate in a double-header against the St. Leo Monarchs and March 1-2 they will play a total of four games against Eckerd and Evansville's Purple Ace's.

Head Coach Jim Wasem believes the 'Cats have a sound ballclub once again this year.

"We have 14 returning lettermen with

seven regulars this season. Pitching will be our biggest strength, along with the strength of the infield," he said.

Although the team has remained inside for practice so far this season, Dave Pfeiffer doesn't believe this will be a disadvantage.

"Even though we have not been outside yet, I think that we are ready," he said. "We'll get to play some nationally-ranked teams which will help us."

Pfeiffer, a 19th round draft pick for the New York Mets, pitched a no-hitter last year during the southern trip. He believes that the 'Cats have a stronger hitting team than ball clubs of recent years.

Paul Niece, outfielder for the Bearcats, says that the 'Cats are ready to play ball.

"We've only missed two days of practice

since Jan. 15, we're ready to play."

The regular season will begin shortly after the spring trip. The Bearcats are defending conference champions, and this trip will help the squad prepare for the regular season.

"Everybody will be out to get us this year because we are defending champions," said second baseman Bill Barton.

Wasem hopes for another conference crown this season. "What we're working for this year is a national title," he said.

The pitching rotation will begin with

Tom Franke. He will get the nod for the first game.

Franke, an all-american of a year ago, was 7-0 in regular season play. He had the third best earned run average in the nation.

Pfeiffer will also fill a starting role. Bob Lord and Rick Lina will share the third spot. Left hander George Savage, last year's relief ace, will get the fourth spot. Brian Cork and Curt Jones are also expected to see some action on the mound during the trip.

ON THE SIDELINES

by Dave Gieseke

In order to stay competitive with other college teams, the NMWSU athletic department must recruit athletes and do it well.

But where does the coach go if he wants success? The answer could come from two different areas, high school and junior colleges.

When Larry Holley took over the job of basketball coach last year, he was faced with this problem. At the time Holley opted for the junior college route. There he could have experienced athletes that could play for him immediately. He did this so he could develop a winning program here.

But now Holley has developed his program. Next year, he is going the other route; high schools.

"You have to build a program with freshman with some junior college transfers," he said.

Holley is right in this instance. He did the right thing last year when he dipped into the junior college ranks. By doing this he made the Bearcat basketball squad immediately competitive.

But the time for change has come.

While playing behind upperclassman, Mark Yager and Crale Bauer have gained the experience needed to carry on a winning tradition at NWMSU. When the present juniors play their last games as seniors next year, hopefully other freshman will have gained the experience to keep the 'Cats on a winning track.

'Cat tracksters set records

Two school records were shattered as the indoor track team competed against conference rivals Feb. 16 at the Missouri Intercollegiate Indoor Track Championship.

Dave Montgomery bettered his previous three-mile school record by 16 seconds, claiming second in 14:10.2.

In the 1,000-yard run, Bob Kelchner broke his own record by placing second in 2:13.8. The time was almost a full second faster than the former record of 2:14.7.

"Yeah, I'm happy with the record, but I want to get around 2:10 next chance I get," said Kelchner.

Vernon Darling won the mile in 4:13, but failed to qualify for Nationals.

"I was lucky enough to win but I'm disappointed I didn't make Nationals," he said.

High-jumper Tim DeClue placed second, reaching 6'8" without a miss.

The distance medley relay team of Bill Goodin, Greg Frost, Keith Youngblood and Kelchner captured second.

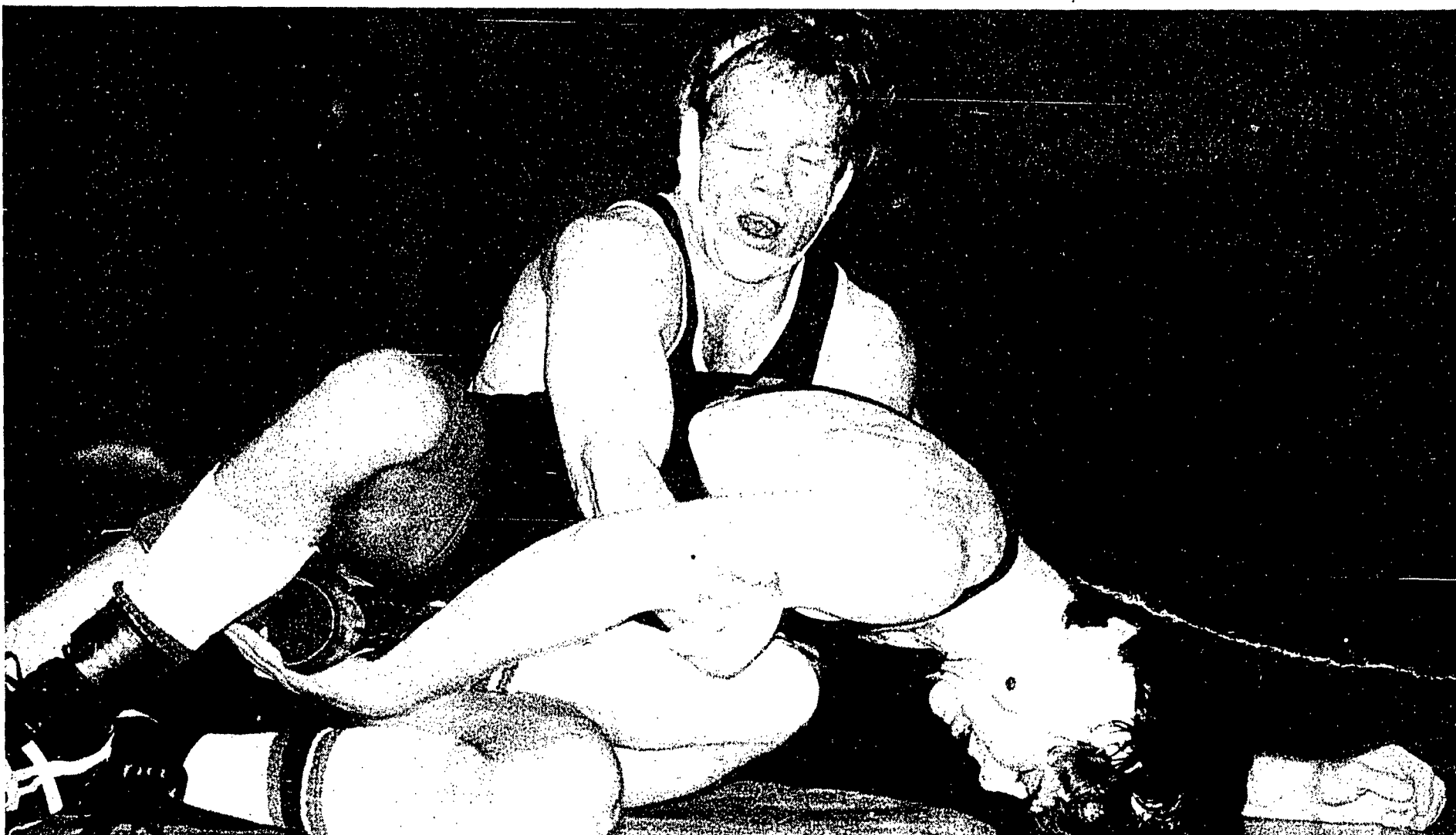
Coach Richard Flanagan was satisfied with the team's performance.

"Despite the cold and transportation problems, we did well," said Flanagan.

Flanagan believes that a high team placing in conference is possible.

"We need a little conditioning to maximize the ability of some of the runners," he said. "We also need to take care of some injuries. If we get the first and second place efforts from some people and strong fourth and fifth place showings from others, we'll do well in conference."

The tracksters next action will be Feb. 24 at the Unidome Invitational in Cedar Falls, Iowa.



Craig Buschdom strains as he attempts to pin his opponent. Buschdom was one of two 'Cat third place finishers.

Photo by Dave Young

Grapplers take surprising second

With two Bearcat wrestlers finishing in first place, the wrestling squad became the surprise team in the MIAA conference tournament held Feb. 17 in Lamkin Gymnasium.

Five 'Cats advanced to the finals as the team finished in second place behind Northeast Missouri State.

Two 'Cats, Joe High and Terry Lenox, won individual titles. Three other grapplers finished second.

"I was happy when I won the title," High said. "It was one of my biggest goals all year."

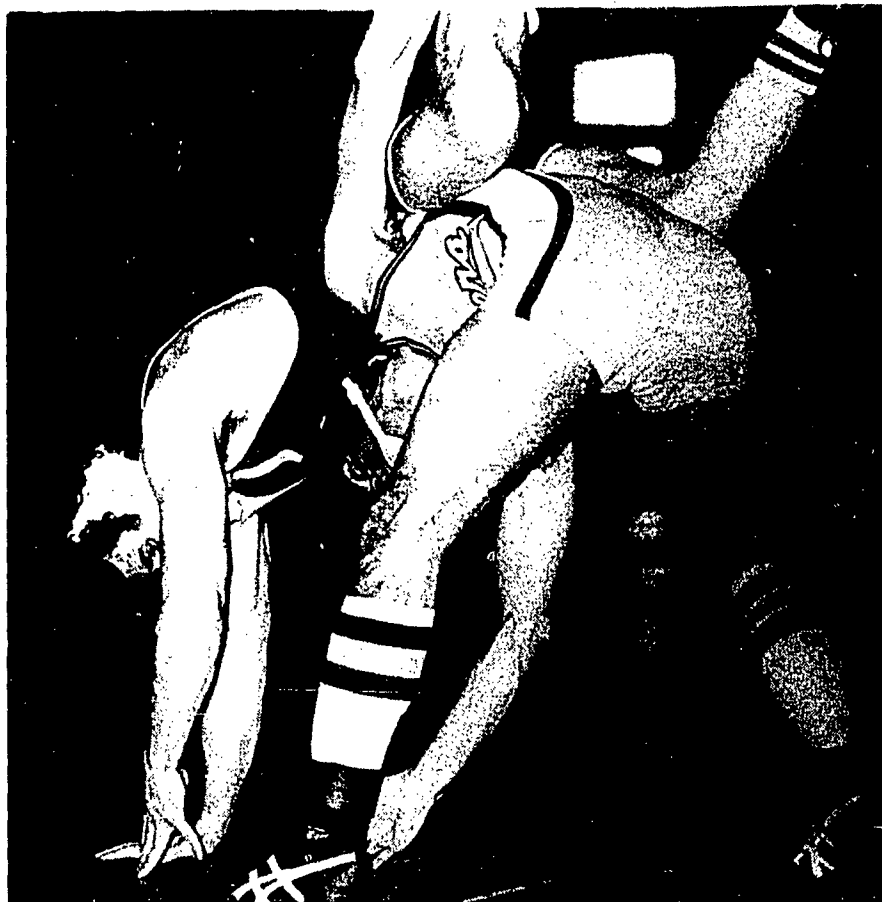
Lenox was equally happy with his performance.

"This was the first tournament I had won in college," he said. "I have worked hard for this for two years."

Lenox and High will advance to the NCAA Division II championships Feb. 23-24. But they won't be the only two 'Cats going to the tournament. Lee Schechinger will also be competing. Schechinger finished in second place and will go to the nationals as a wildcard selection. The MIAA coaches selected four other wrestlers to go to the tournament as wildcards.

The 'Cats received two other second-place finishes in the tournament. Kirk Strand and Joe Farrell both lost in the title match. Craig Buschdom and Scott Lane finished third in the tournament while Gregory Brooks placed fourth.

Another honor was bestowed on Coach Gary Collins. Collins was voted by the MIAA coaches as "Coach of the Year."



Kelly Burns does a flip in first round action.

Photo by Frank Mercer



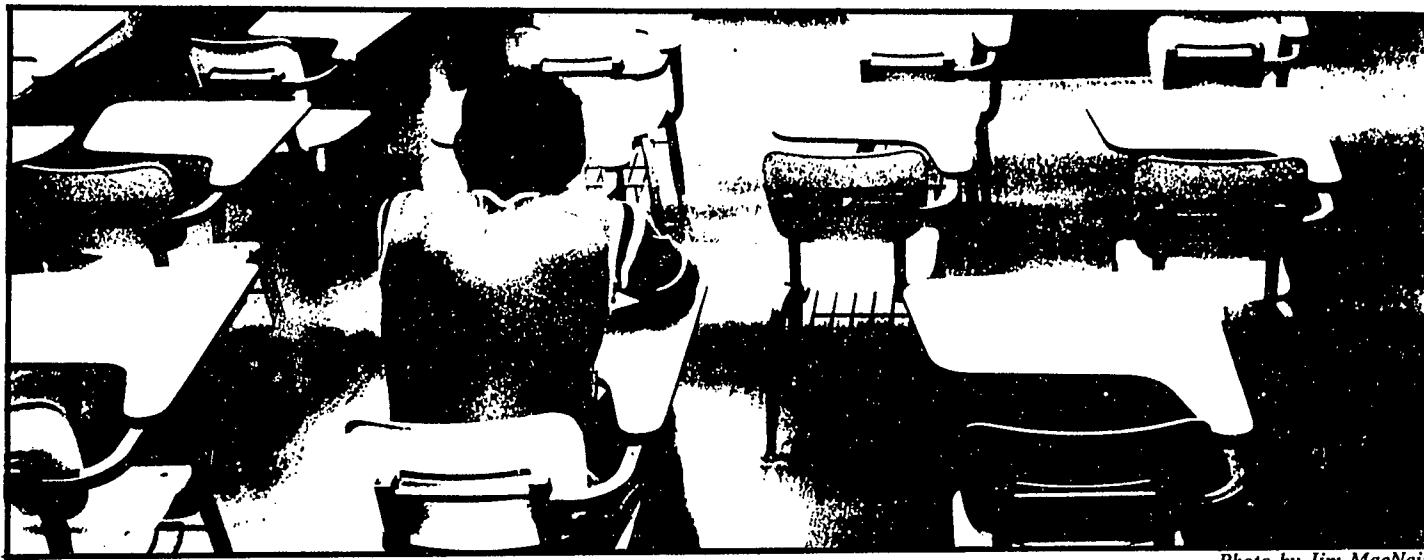
Photo by Dave Gieseke

Joe High drives his opponent to the mat. High won this match and the conference title in overtime.



Photo by Dave Gieseke

Terry Lenox, one of the two conference champions, tries to maneuver his position during first round action.



In focus

Empty classroom chairs are a sign of NWMSU's declining enrollment. With a recruitment thrust this year, the University is aiming for 400 more students on campus next fall.

Photo by Jim MacNeil

Old programs NOT TO BE FORGOTTEN

In this year of the big recruit, all of the glory will go toward the people who bring in the expected numbers. But programs that have been going on for many years should not be forgotten.

The math division has been recruiting heavily for several years as has the athletic department. Both of these, along with the fine arts division have instituted programs that will help the University, not only this year but for years to come.

Programs such as Physical Education Career Day, the Math Olympiad and

Swing Choirs keep the name of NWMSU in the mind of not only high school seniors, but juniors, sophomores and freshman as well. The University should be putting more effort in this type of recruiting.

By developing a tie with these students, the University will not have to make such a big push for students in years to come. This type of recruiting will help the University down the road.

But more importantly, these programs and the individuals behind them should not be forgotten. The University can not build their whole program around one student. It takes everybody.

LETTERS FROM READERS

Dear Editor,

I have some questions about your use of space and your judgements about news.

1) When you receive a press release from News and Information that an NWMSU professor has had something published, do you usually print the story? If not, why not?

2) Regarding the story and pictures of the Radio News Conference, why is so much space devoted to pictures and so little to what was discussed?

3) Regarding the pictures used, on what basis were they selected? One picture showed the back of Linda Brant's head and a bunch of empty chairs in the audience. The picture is puzzling for two reasons: (1) Brant is an attractive lady. Why shoot the back of her head? (2) Bus loads of high school students had filled those empty seats and had to leave early. The picture was obviously taken minutes after they left. Thus, the picture does not represent the audience that attended. Why was it used?

4) Regarding the picture of four of the panelists, we have the back of Jeff

McCall's head and Kathy Cross instead of a shot of all seven panelists with their faces shown?

5) Why is it that four school records are broken by the track team and not one picture of any of those athletics is used? Are school records that insignificant?

6) Why is a centerfold done on the TV news team the week before the play? Could not the TV news centerfold have been held to the following week when they would really make news by going on Channel 10? Next week is the only week for the play. The local TV new looks like it will be around for a long time, why not a centerfold for the play and the students who have been working past midnight?

7) The pictures of the TV news team were superb!! My compliments to Mr. MacNeil.

8) The centerfold copy was well-written. Congratulations!

Rich Brelner

THE STROLLER

After another rough week of classes, your Stroller was ready for the weekend and a chance to cash-in on some zzz's.

However, mucho early on Saturday morning, your Campus Carouser heard his voice.

"Stroller-ya' got a phone call-it's a girl."

With that great piece of news, your Hero leaped out of bed, checked where the call was and bounded up five flights of stairs to answer. It was probably some poor damsel in distress seeking your Campus Casanova's assistance.

"Hello," your Stroller answered in a deep, sexy voice.

"Son, this is Mom. Do you have a cold?"

"Ah no Mom, just a little hoarse."

Getting all the small chit-chat aside, your Stroller was informed that his little brother was going to come up for the day.

"Little Walker wants to come up Monday to look at the campus and I thought you could show him around."

"Oh yeah no prob. Catch ya' later and why don't you send some extra bucks with Walker?"

Your Stroller was excited that his little brother was coming up. Not every prospective freshman would get the inside scoop on the social aspects of University life.

So on Monday your Hero wore your basic campus tour attire--jeans, long underwear, mitties and coat, proceeding to the bus station to pick up his little brother.

Walker was waiting outside on the curb, as your Hero putted by in the SSL.

"My oh my Walker, I have the whole tour planned out. I know where to take you and have made a list of tips and pointers on partying, girls and the such for ya."

"Great Stroller, but I'd really like to check out the campus. I hear you have a great computer program here," said Walker.

"Yeah, well the computer readouts look real good, yeah, well are ya sure ya don't want to check out some hot party spots first?"

"No, I'm really not into that. I'm not a lot like you Stroller. I don't party a whole lot."

Your Stroller was shocked by this tid-bit of info. Your campus ever-ready partier hoped this wouldn't get out. It could ruin his reputation.

"Well Walker, uh, I can't tell ya much about the computers and all, but I'll find ya someone who'll help ya out."

Sitting in the computer science department office, your Hero counted the strips of paneling and everything else to keep him from falling asleep. Then Walker nudged him--they were going to look at the computers. What a good time, your Hero thought.

At the computer terminals, your Hero was amazed at the little critters. After about an hour of watching them do their thing--your Hero wanted to join up too. After all he's on the ten-year plan.

Going back to the dorm, your Stroller seemed even more excited than Walker.

"Well what did ya think, pretty neat huh?" said your Hero.

"Yeah, not bad. I think I'll be attending NWMSU in the fall," said Walker. "Lets room together-OK?"

"Well we'll discuss that later. Don't tell anybody you're my brother yet, ok? It could be a shocker."

As your Stroller took his little brother back to the dorm he thought about Walker being on campus in August. What would this do for his reputation? Oh well your Hero thought maybe Walker wasn't too far off base after all.



Quality CANNOT BE SACRIFICED

Numbers are the name of the game when it comes to student recruitment. But if NWMSU is to remain a marketable University, the recruitment and retention of quality faculty cannot be ignored--but there is potential for that to happen.

Faculty--the leaders of the classrooms--are the most demanded quality of the University. It is, after all, the faculty that initiates education--the cardinal reason for college attendance.

The college attender, thus, has a right to expect top-notch academic instruction and a university has an obligation to provide such instruction.

Ideally, college instruction comes from well-trained, experienced professionals. But let's face it--in today's world, it takes more than a desire to hire the best.

It takes money.

But so does recruitment. And recruitment seems to be the first priority. In fact, faculty vacancies will be filled at a lower salary according to University Treasurer Don Henry. These savings, of course, will be directed toward the recruitment effort.

Ironically, this thrust for more conservative faculty salaries follows in the wake of a survey by the American Association of University Professors that

positioned NWMSU on the rock bottom for salary levels among four state universities.

It also found NWMSU's faculty salaries to be approximately \$4,000 lower on a national average.

More importantly, this proposed lowering of starting salaries conflicts with NWMSU's reaction to that survey.

"Last year in the survey," said President Dr. B.D. Owens, "we were lower in salaries in all categories. That's not particularly good. . . I'd like to see our salaries competitive. We put emphasis on it last year and it will continue to be an extremely high priority." (Northwest Missourian, Dec. 1, 1978).

Increasing salaries should be a high priority. Savings may be frugality when it comes to money. But, when it comes to education, it is foolish.

How can quality faculty members be expected to remain at or be attracted to NWMSU if the monetary reward continues to drop?

Through this drop, the classroom will experience its own decline--in instruction quality and student members.

For unless quality faculty and higher salaries are emphasized, student recruitment is in vain.

As quality leaves the classroom, the student will--and has every right to--exit close behind.

ENTERTAINMENT EXISTS ON CAMPUS

Recruiters at NWMSU are right about their assumptions and subsequent coverage of campus entertainment--entertaining activities are on this campus if the student just knows where to look. And the recruiters relay their thoughts to future students honestly.

They can be honest in their statements because this campus is alive and things are happening. Campus activities are what they stress most of all and they have the proof to backup their words.

Every week, for example, the Union Board, barring exams, presents a fairly recent film. Students in the past year have seen the likes of Barbra Streisand and Kris Kristofferson in *A Star is Born*. Last semester there was the Oscar Winning *The Goodbye Girl*.

Dormitories frequently provide entertainment in the form of movies as with the seventh floor Phillips presentation of *The Texas Chain Saw Massacre* and Hudson's offering *Deliverance*.

There is film entertainment with the bimonthly running of the International Film Series in Horace Mann Auditorium on Sunday evenings.

Entertainment is campus generated, too.

The campus departments of theatre, speech, music, and dance this year have put on some top-flight productions. The music department engineered the first annual Northwest Jazzfest. Recently, the combined effort of the

physical education, dance and theatre departments resulted in the production of the classic musical *Damn Yankees*.

Union Board also excels in bringing miniconcerts and coffeehouses to the campus, usually free of charge. Cole Tukey and Bob Ims are prime examples.

Greek organizations sponsor activities on a continuing basis. Walls and bulletin boards are pasted up with announcements of Greek social functions. This is one facet of campus life the road recruiters relate to high school seniors.

Campus entertainment may make an upswing in the near future. Plans are in the offing to bring a large-scale concert to this University and the surrounding area. If all goes well, the students might just walk away stunned with a dose of superstardom either this spring or next fall.

Other potentially entertaining activities are too numerous to mention. But the fact remains that NWMSU is not a boring campus--things are going on if the students know where to look.

NWMSU recruiters rely mainly on emphasizing campus social life when speaking to prospective students. That is a fair approach because the campus is where the student will be likely to spend most of his time. This is where the student should spend his time because things are hopping.

NORTHWEST Missourian

The NORTHWEST MISSOURIAN is a laboratory newspaper whose objective is to provide the journalism students with a learning situation in which the professionalism, responsibilities and ideals of a free press will be part of their training.

This newspaper does not necessarily reflect the opinions of the University administration or other personnel.

Letters to the editor are welcomed. They must be signed and must not exceed the 350-word limit. This publication reserves the right to edit.

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